
Tequipment Winter Wheel Promotion

Replaces all previous bulletin bearing this number.

Attention: **Porsche Dealership Managers**

Information: Tequipment is pleased to offer 15% off dealer net on all winter wheel sets for current Porsche model lines, including the newly released Porsche Taycan!

The expansion of the Porsche four-door models has increased the importance and popularity of winter wheel sets. As a result, Porsche sports car drivers are finding they can drive safely and enjoyably throughout the cold months if their vehicles are fitted with Tequipment winter wheel sets. Porsche Tequipment winter wheel and tire sets are made with snow, icy, and cold weather conditions in mind. The tire compound in Tequipment winter wheel and tire sets is chemically formulated to help resist hardening due to cold temperatures. This increases our winter tires' ability to grip while decreasing braking distance compared to summer or all-season tires in cold conditions. Additionally, our winter wheel and tire combinations have been extensively tested by Weissach so the tires will meet Porsche specifications – as indicated by the 'N' designation on the side wall.

Program Details & Conditions:

- Savings of **15% off dealer net** have been applied to all wheel sets found in the attachment
- Savings on select winter wheel set are available starting **October 14, 2020** through **December 31, 2020**
- Place orders through your normal POLARIS parts order channels
- Prices in POLARIS have been changed to reflect "promotional sale pricing" for the part numbers found in the attachment
- Available inventory will be released on a first come, first serve bases

Promotion Alert: Tequipment Summer Wheel Sets

Replaces all previous bulletin bearing this number.

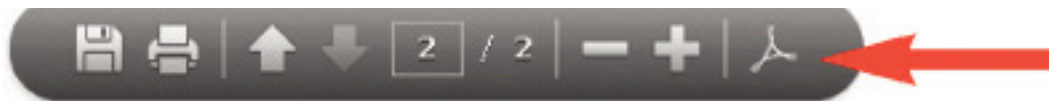
Bonus:

As an added bonus, Tequipment will be providing 1 free set of winter wheels for every \$5000.00 a dealership spends from the Winter Wheel Promotion. Each free set consist of brand new rims fitted with expired tires and TPM sensors. The tires have been destroyed (holes drilled) and therefore cannot be used. However, each set can be refitted with new winter, summer, or all-season tires and be resold. Dealerships that achieve the bonus target will be contacted directly by PCNA on a weekly bases, and be provided a choice of expired wheel sets to choose from. Availability of style, size and vehicle fitment will vary.

To simplify the range of current winter wheels to choose from, the excel spreadsheet has been designed to provide the following information:

- Tab for each model
- Product Image
- Part Number
- Part Description
- Tire Brand
- Wheel Hub Part Number
- Model Fitment
- Current Dealer Net
- MSRP
- Promotional Pricing
- Promotion Savings

To open the attachment, download the pdf and click on the paperclip icon to the left of your Adobe Acrobat window. If the paperclip is not visible, pass your mouse pointer over the lower part of the Acrobat window and the Acrobat toolbar should appear as seen below. Click on the Acrobat icon on the far right to access the paperclip, then click on the paperclip to open the attachment.



I thank you for your continued support of Tequipment.

Kind Regards,

Adam Miller
Tequipment, Product Manager