



Wheel, Trailer Components
and Automotive Parts Specialists
Since 1911

PIONEER RIM & WHEEL CO



Time to Celebrate!

AND WIN

Easy money comes easy this fall
when you buy from Pioneer.
With each \$150 parts order (excluding cores)
receive a

Pronto *Time to Celebrate!*

Scratch-n-win Card.

- Instant Target Gift Cards
 - Pioneer will be awarding over 400 gift cards
- Don't miss your chance to be a winner!



Win a
\$10, \$20 or \$50
Target Gift Card



Promotion Period: Oct 16 – Nov 30, 2017

How it Works:

What You Do - Call us for all your replacement parts needs, try to make the \$150 level on as many orders as possible.

What We Do – Every Monday during the promotion we will generate a report listing all of your \$150 orders (excluding cores) and send you a **Pronto Time to Celebrate!** Fall Scratch Card (while quantities last) for each qualifying order. We do the tracking - you do the buying and the scratching.

Card Redemption:

Fill in the customer information on the back of your winning instant win card and return to Pioneer to receive your prize.

Questions? - Call Cindy at 612-331-1311.

Return winning cards to: Pioneer Rim & Wheel Co.
Attn: Cindy Espelien
2500 Kennedy St. NE
Minneapolis, MN 55413

Be sure to turn in all winning **Pronto Time to Celebrate!** cards by **December 16, 2017**

Final Gift Card awards will be issued by **December 22, 2017**

PRW doesn't

- Promote retail automotive parts sales / solutions for what historically have been service customer
- Install wiper blades
- Test charging systems
- Install Batteries
- Scan and reset Trouble Codes
- Build incentives to promote business name other than your own
- Spend time and resources rewarding consumers for bypassing the professional shop

PRW does

- Focus on professional customers
- Believe consumers should have their vehicles serviced by professionals
- Provide support programs and business solutions for professional customers only
- Bring professional sales support directly to our professional customers through our, and vendor, outside sales teams
- Spend time and resources rewarding professional customers for supporting the independent distribution channel
- Offer repair parts solutions for ag, trailer, wheel, and tow that assist professionals in expanding their service offerings