



# PIONEER RIM & WHEEL CO

Wheel, Trailer Components  
and Automotive Parts Specialists  
Since 1911



## Turbocharge *Your Holiday!* **AND WIN**

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

### **Pronto Turbocharge** *Your Holiday!*

Scratch-n-win Card.

- **Instant Winners**
- Pioneer will be awarding over 200 prizes  
Don't miss your chance to be a winner!



Actual product may vary

**Win**  
**Bluetooth Earbuds**  
**Portable Charger/Wireless Speakers**  
**Ogio Stratagem Backpacks**

## **Promotion Period: Oct 15 – Nov 30, 2018**

### **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 Turbocharge Your Holiday** 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 Turbocharge Your Holiday!** cards by **December 14, 2018**

Final awards will be issued by **December 21, 2018**

#### **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