



Wheel, Trailer Components
and Automotive Parts Specialists
Since 1911

PIONEER RIM & WHEEL CO



Race to the WINNER'S CIRCLE AND WIN

Easy money comes easy this fall
when you buy from Pioneer.

With each \$150 parts order (excluding cores)
receive a

Race to the WINNER'S CIRCLE
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
\$10 AMEX Gift Cards
Stainless Steel Bottle Sets
Bluetooth Wireless Headphones

Promotion Period: May 1 – June 15, 2019

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 Race to the Winner's Circle** Spring 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 all 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 Race to the Winner's Circle** cards by **June 24, 2019**
Final awards will be issued by **June 28, 2019**

Grand Prize Drawing:

Pronto HQ will hold a grand prize drawing to award three lucky WDs an opportunity to draw from their entries of winning cards to give away a trip to an upcoming NHRA race.

Grand prize will include travel arrangements, hotel, and race tickets for two. Three total trips will be given away.

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