



Wheel, Trailer Components
and Automotive Parts Specialists
Since 1911



PIONEER RIM & WHEEL CO

**DON'T
FORGET**



SIGN UP FOR BOSCH 

Bosch product available at Pioneer Rim & Wheel Co.



Take part and earn extra points.

For more information visit: www.extra-awards.com



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

Earn Amazing Awards for Buying Automotive Products.



What is eXtra?

The eXtra loyalty program is where you, as a Service Center owner, can earn points for buying automotive products that you need to drive your business.

You can then redeem eXtra points for consumer products like electronics and household items, travel, event tickets and more.

eXtra program details:

- Points are earned on every eligible product purchased from participating distributors
- Select up to 8 participating distributors
- At least 6 exclusive promotions per year to help you earn more points
- The points earned expire on December 31st of the year following the year in which they are earned
- No paperwork! The distributors you select report your monthly purchases for you
- Over 1,000,000 awards to choose from
- At least 100,000 awards on sale daily
- If you don't have enough points you can use your credit card to pay the difference
- Simple, transparent website
- 24/7 customer service

A website and a team at your service.

To view your eXtra points or order your award, log on to www.extra-awards.com with your username and password.

To make sure you remember them, write them below:

Your username:

Your password:

A team at your disposal!



Security and Privacy

Your eXtra account is personal and not transferable. Your login information is strictly confidential and exclusively for managing your account. In case of loss of your login information, email info@extra-awards.com.

Conditions of Participation

Participation in eXtra is of course free. Only Service Center owners may participate in the program. Please visit the eXtra website to view and download your own copy of the Terms & Conditions of the eXtra program.

Customer Service
 (877) 716-3908
info@extra-awards.com
 Available 24/7
www.extra-awards.com

1 Sign-up for eXtra.

Participants in the eXtra Loyalty Program must be registered on www.extra-awards.com. Registration is very simple and requires only four steps. All automotive service centers can register for free. After registration, you will receive a confirmation link via email to activate your eXtra account. Keep your customer numbers for your eight participating distributors at hand.



Do you have questions?

On our website, click on **Discover extra** on the menu bar for program information, FAQs and more...

2 Buy eligible automotive products and earn eXtra points.

After successful registration, you can start collecting points immediately. When you buy eligible automotive products from your specified participating distributors, eXtra points will be added to your eXtra account.



You get points for the following products:

On our website, click on **extra Products** on the menu bar to find an overview of the products for which you can collect eXtra points.

3 Monitor and manage your points.

Your eXtra points will be added to your eXtra account on a monthly basis throughout the year. You can earn bonus points through special promotions offered throughout the year and accumulate points even faster. You will be informed about the special promotions in advance via the monthly eXtra e-Statement email.



Keeping you informed:

Number of points collected, special promotions, new awards... the monthly eXtra e-Statement email keeps you up-to-date about everything regarding the eXtra Loyalty Program.

4 Redeem your eXtra points for awards.

- **Check your account statement on www.extra-awards.com**
Your total points, recent transactions, etc ... are all available. Just a few clicks give you access to all the relevant information.

- **Discover your awards and benefits online**

Be sure to check out www.extra-awards.com regularly for updated catalog awards, special promotions and other benefits....



- **Redeem points now or accumulate for bigger awards**

Instantly convert your eXtra points into awards or continue collecting to acquire awards of greater value later. To order, simply click on 'Awards' on the menu bar and follow the order process.

To track the shipping of awards:

You can use your order number to track the shipping status of your awards and manage your order history. Request your tracking number by calling: (877) 716-3908.

PIONEER RIM & WHEEL CO

AUTOMOTIVE and LIGHT TRUCK

Alignment Aids

- * Air Lift
- * Mevotech
- * Specialty Products

Antifreeze/Coolant

- * Pronto

ATF Fluids

- * ATP
- * Pronto

Batteries

- * Exide

Bearings & Seals

- * Durago
- * Pronto (PTC)
- * SKF
- * Timken

Bearing Lubricants

- * Dexter
- * Gunk

Belt Tensioners

- * Dayco

Belts

- * CRP

Blower Motors

- * VDO

Brake Calipers

- * Cardone Premium
- * Centric (Loaded)
- * Retech (Loaded & Unloaded)

Brake Drums & Rotors

- * Dura

Brake Fluid & Chemicals

- * Gunk
- * Pronto

Brake Hardware

- * Carlson

Brake Hydraulics

- * Dorman OE Solutions

Brake Master Cylinders

- * Cardone
(New and Rebuilt)

Brake Shoes & Pads

- * Akebono
- * Bosch

Chassis Parts

- * MAS
- * Mevotech

Clock Springs

- * Dorman OE Solutions

Coil Springs

- * Mevotech

CV Driveshafts-New & Reman

- * Cardone

Distributors

- * Cardone New

Drain Plugs and Gaskets

- * John Dow Industries

Engines

- * Tri-Star

Engine Management/Tune Up

- * Delphi
- * OEM

Exhaust

- * Auto Parts Source
- * Walker

Fan Clutches

- * Hayden

Filters - Cabin Air

& Transmission

- * PTC

Filters - Fuel

- * PTC

Filters - Oil & Air

- * Champion Laboratories Inc.
- * Pronto

Fluid Lines

- * Dorman OE Solutions

Fuel Management

- * Airtex
- * Bosch
- * Delphi
- * Denso
- * G B Remanufacturing

Fuses

- * Grote

Gas, Oil and Radiator Caps

and Thermostats

- * Motorad

Gas Charged Lift Supports

- * Monroe

Gaskets

- * Fel Pro

Grease & Lubricants

- * Gunk
- * Permatex
- * Pronto

Harmonic Balancers

- * ATP
- * Dorman OE Solutions

Hitches/Towing Products

- * Curt Mfg.

Hose Clamps

- * Pronto

Interior Protection Products

- * Slip N Grip

Lighting

- * Grote
- * Phillips

Manifolds - Exhaust & Intake

- * ATP
- * Dorman OE Solutions

Mass Air Flow Sensors

- * Cardone

Motor & Transmission Mounts

- * Pronto (Westar)

O² Sensors

- * Bosch
- * Delphi
- * Denso

Oil

- * Pronto

Oil/Fluid Handling Equipment

- * John Dow Industries

Power Steering Pumps/

Gear Boxes

- * Cardone

Pulleys

- * Dayco

Rack & Pinion Assemblies

- * Cardone

Service Chemicals

- * ATP
- * Gojo
- * Gunk
- * Permatex
- * Pronto

Service Jacks

- * John Dow Industries

Shop/Wheel Hardware

- * John Dow Industries

Spark Plugs

- * Bosch
- * Denso

Spark Plug Wires

- * Denso

Springs - Overload

- * Airlift

Starters & Alternators -

Rebuilt & New

- * Denso
- * OCA

- * Wilson

Strut Assemblies

- * Monroe
- * Pronto

Strut Bearing Plates

- * Monroe
- * Pronto

Struts & Shock Absorbers

- * Monroe

Timing Belt Kits

- * CRP

Timing Covers

- * ATP

Tire Repair & Supplies

- * Counteract
- * Group 31 Inc.

Tire Valves

- * Group 31 Inc.
- * Schrader

TPMS Sensors

- * John Dow Industries
- * Schrader
- * VDO

TPMS Tools

- * Bartec

TPMS Valve Kits

- * John Dow Industries

Transfer Case

- * ReTech

Transfer Case Motors

- * Cardone

- * ReTech

Transmissions

- * Tri-Star

Transmission Fluid

- * ATP
- * Pronto

Transmission Service Parts

- * ATP

Universal Joints

- * PTC

Water Pumps

- * Cardone Select (New)
- * Cardone (Reman)
- * CRP Kits

Wheel Weights

- * Perfect Equipment
- * Counteract

Wheels - Original Equipment

- * MacPek

Wheels - Styled

- * MacPek

Wheels - Attaching Parts

- * Batco
- * Great Lakes Parts
- * The Wheel Group

Wheel Locks

- * Gorilla

Window Lift Regulators

- * Dorman OE Solutions

Window Wiper Motors/Pulse Boards

- * Cardone

Wipers

- * Bosch
- * Pronto
- * Trico

f.o.b. our warehouses

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

PIONEER RIM & WHEEL CO

MADISON WAREHOUSE

1206 Femrite Dr. • Madison, WI 53716
(608) 222-4545
To Call Madison Toll Free
800-999-3394
Fax 608-222-8843

MINNEAPOLIS WAREHOUSE

2500 Kennedy St. N.E. • Mpls., MN 55413
(612) 331-1311
To Call Minneapolis Toll Free
800-888-1358
Fax 612-331-4159

FARGO WAREHOUSE

3453 7th Ave N.W. • Fargo, ND 58102
(701) 476-0600
To Call Fargo Toll Free
800-666-1670
Fax 701-476-0683

www.pioneerwheel.com