



## 2010 TreadZone Contingency/Purchase Program

TreadZone is excited to announce a new customer loyalty Program! This “Contingency /Purchase” program is designed for the amateur racer. The program allows you to earn points through purchases, race finishes, and visibility in national racing publications. Points can be redeemed for dollars off of purchases throughout the year. Year end winners of this program will receive FREE tires and FREE wheels! There will be 21 tires given away between 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> in the **BF Goodrich, Hankook and Toyo** divisions and 4 wheels from **Team Dynamics**.

### Program:

#### 1. Purchasing

Points can be accumulated over the course of a year and applied to any tire purchase from [treadzone.com](http://treadzone.com) at “racer/list pricing”. Points are good for 2 calendar years. Example, any points earned in 2010 will expire January 1<sup>st</sup> 2012. Point totals will be adjusted at the beginning of every calendar year. Earn 2.5 points for every \$100.00 spent on tires in \$100.00 increments. Purchase dollars on labor and shipping are not eligible. Points are accumulated, but not redeemable on your 1<sup>st</sup> purchase. They can only be applied to future purchases. All tire purchases qualify. This includes passenger and light truck tires. Buying tires for your spouse also helps your racing budget!

#### 2. Finishing Order

**Sports Car** - TreadZone will issue 25 points for 1<sup>st</sup> place, 15 points for 2<sup>nd</sup> place, and 10 points for 3<sup>rd</sup> place in any SCCA or NASA regional or national event when a minimum of 5 cars finish.

**Drag Racing** - TreadZone will issue 20 points to the winner and 10 points to the runner-up in any IHRA or NHRA divisional or national event with a minimum of 12 entered in the field.

#### 3. Appearance in National Advertising

TreadZone will issue an additional 25 bonus points if your car is pictured in a national racing publication and the TreadZone sticker is 90% visible in that photo. The photo in the publication must be a minimum size of 2” x 4”. This does not include manufacturer ads. Total points earned per racer may not exceed 100 points.

#### 4. Year End Points Championship

For each of the following brands of Toyo, Hankook and BF Goodrich, TreadZone will award **four (4) tires to 1<sup>st</sup> place, two (2) tires to 2<sup>nd</sup> place, and one (1) tire to 3<sup>rd</sup> place**. There will be a BF Goodrich division, a Hankook division and a Toyo division. Treadzone will calculate the championship points earned from 12/1/2009 through 11/31/2010 by totaling points earned through purchases by tire brand, points earned from finishing order and points earned from appearing in national publications to decide the point’s champion. If you run Toyo’s on one car and Hankook’s on another, you will get points in each division for purchases, event finishes, and advertising. Those points can only be applied to each individual division. They can’t be combined for the year end championship. They can be combined for purchase points.

TreadZone will award **four (4) Team Dynamics wheels** to the winner of the Team Dynamics division. Treadzone will calculate the championship points earned from 12/1/2009 through 11/31/2010 by totaling points earned through purchases by wheel brand, points earned from finishing order and points earned from appearing in national publications to decide the point's champion.

### **Requirements:**

Customers must submit a Contingency/Purchase Program **application form** to be eligible for the program. The application must be submitted before you purchase product to qualify for the program.

To qualify for points under the “finishing order” and “appearance” provisions of the program, the customer must have purchased tires from TreadZone within the past 4 months. Team Dynamics wheels must have been purchased from TreadZone within the past 6 months. These two programs require submission of a picture of the customer car with (2) TreadZone Stickers (one on each side) on the car located in a clearly visible area.

This program's focus is to help the amateur racer! Dealer purchases and purchases for professional race series do not qualify.

### **Redemption:**

Each point is worth \$1.00. Points can only be redeemed in \$50.00 increments. Points may not be redeemed for cash. Points must be applied to purchases and are not transferable.

A contingency **redemption form**, copy of race results and a picture of the car need to be submitted to redeem points for the “finishing order” provision of the program.

A contingency **redemption form**, copy of the picture in a national publication and a picture of the car needs to be submitted to redeem points for the “appearance” provision of the program.

### **Administration:**

This is a basic contingency program administered solely by Treadzone. We reserve the right to change or modify this program at any time. For details, register for the program, obtain decals or ask questions, please call (866) 208-6551 or e-mail Joe at [jspecht@treadzone.com](mailto:jspecht@treadzone.com) or Brian at [bmenet@treadzone.com](mailto:bmenet@treadzone.com). This information is also available at [www.treadzone.com](http://www.treadzone.com).

**So what are you waiting for ... sign up today!**

**Thanks for your support and Good Luck in 2010!!**

**91 Ben Franklin Highway West  
Birdsboro PA 19508  
(P) 866 208-6551 (F) 610 404-0013  
[www.treadzone.com](http://www.treadzone.com)**