

2021-04-13

## Re: Kal Tire VIP Program

---

As a **valued customer** of Kal Tire we would like to offer your members a VIP benefit program. Predetermined pricing in our point-of-sales enables your members to receive enhanced pricing while still enjoying the numerous benefits the program offers. When your member visits a Kal Tire store and identifies themselves with this VIP program shown on this letter, they will be eligible to receive the following:

### VIP benefits to Mountain Meadows Golf Club members:

1. Enhanced discounts on new Passenger & Light Truck tires
  - The most popular brands are available to you at lower than normal pricing. These brands include; Nokian, Bridgestone, Firestone, Michelin, BF Goodrich, Sumitomo, Nitto, Uniroyal, Yokohama & others.
2. 5% discount on tire services (excludes new tire installation)
3. 10% discount on mechanical services, mechanical parts, wheels & wheel parts.
4. VIP account is valid at all Kal Tire locations throughout Canada.
5. Nationwide Warranty at all Kal Tire locations through our Customer Care Plan which includes:
  - **FREE** flat repairs for the life of the tire
  - Road hazard protection on all personal use passenger & light truck tires purchased, with **FREE** replacement if the tire is damaged beyond repair within 30 days, and pro-rated replacement if unserviceable for the life of the tread
  - Tread life **GUARANTEE** on selected tires
  - **LIFETIME** balancing on original assembly
  - **FREE** tire rotation (rotating tire position)
  - **FREE** basic vehicle inspection
  - **30 DAY** no-hassle guarantee

*\* Similar extensive warranties are given on batteries and mechanical service.*
6. Does not require your members to carry or present a loyalty card at point of sale.

Please note your VIP account is Cash or Credit Card only and full payment is required at the time of the transaction. Contact your local Kal Tire store or Kal Tire representative for more details.

Sincerely,

**KAL TIRE**



Aaron Smith, Marketing Manager

Cc: Craig Hanzel and Catherine Scott

Sparwood Store # 048