



**Firestone**  
AIRIDE

AUTHORIZED DEALER



FIRESTONE AIRIDE AIR HELPER SPRINGS  
**AUTHORIZED DEALER PROGRAM**

[FirestoneAiride.com](https://www.FirestoneAiride.com) | V1.5 2024



# Firestone AIRIDE

## 2024 Firestone Airide Authorized Dealer Program

Elevate your business with exclusive perks, top-tier products and unmatched support from the company that brings you The Original Air Spring. When you become an authorized Firestone Airide dealer, you receive first class service and a commitment to grow together. The benefits from the program become increasingly stronger based on the level of commitment from you.



### Product Eligibility

Air helper springs work by maximizing a vehicle's safe load-carrying capacity in most trucks. Paired with Air Command Single or Dual path wireless controls, Firestone Airide provides the complete solution to make towing and hauling a stress-free experience. For the latest list of qualifying Ride-Rite, Coil-Rite and Air Command products, please contact your sales rep.



Ride-Rite, Coil-Rite, Air Command & Accessories

### Minimum Advertised Pricing (MAP)

Firestone Airide manufactures and sells quality Firestone products and works to maintain a premium image through superior manufacturing, marketing, sales, and customer support. To protect the image of its brand and your profitability, Firestone has a Unilateral Minimum Advertised Price Policy ("MAP Policy") on the entire product line.

### Warranty

All air helper spring kits (Ride-Rite & Coil-Rite) carry a lifetime warranty. Air Command, hardware, brackets and accessories carry a 2 year warranty against defects in workmanship and materials. As part of being an authorized dealer, you will have a hassle-free experience when submitting warranty claims.

### Technical Support

- Service Support Exclusive to Our Authorized Dealers
- Dedicated Phone Line & E-mail
- Guaranteed 48 Hour Resolution

### Training

- Installer Training (In-Person)
- Sales Training (New Products, Product Positioning, Technical)
- Virtual Training
- Online Portal for Resources & Material

### Marketing Tools & Digital Solutions

As an authorized dealer, you have access to class leading marketing resources. From point-of-purchase material to digital tools, Firestone Airide will provide access to tiered material based on your commitment levels.



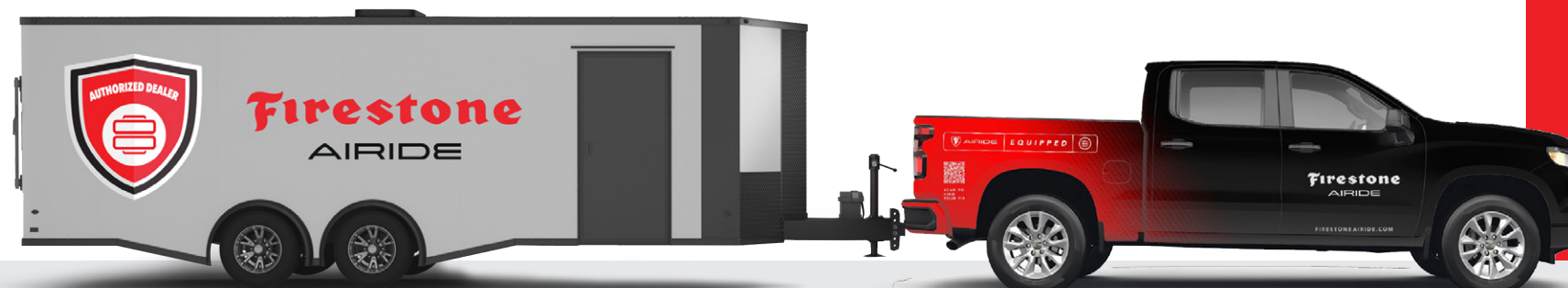
Basic & Premium POP

### Benefits and Support

There are two levels of commitments to being a Firestone Airide Authorized Dealer, which is based on a total annual volume target from an authorized Firestone Airide Distributor.

	COMMITMENT	DEALER	DEALER PLUS
INCENTIVES	MAP Protected Products	☐	☐
	Quarterly Dealer Incentives		☐
	Top Dealer Plus Reward Trip (Annual)		☐
SUPPORT	Where to Buy Placement	☐	☐
	Dedicated Tech Support Line	☐	☐
	Tech Support Resolution (48 hr)		☐
	Streamlined Warranty Process	☐	☐
MARKETING	In-Person Training		☐
	Dedicated Account Manager		☐
	Standard POP	☐	☐
	Premium POP		☐
	Digital Training	☐	☐
Digital Marketing Resources	☐	☐	
Customized Marketing Solutions		☐	
Print Collateral		☐	
Annual Marketing Allowance		☐	

Subject to change based on participation. Certain restrictions apply. Contact your Firestone Airide representative for more details.



Customized Marketing Solutions



To enroll or for more information,  
scan the QR or visit [FirestoneAiride.com](http://FirestoneAiride.com)



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AIRIDE

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