

Protect Against Road Hazards



The R.O.A.D. InTire® program is a comprehensive tire and wheel repair and replacement guarantee. Coverage is not pro-rated, it is less expensive than traditional road hazard coverage. All replacement tires purchased are covered for the term of the contract. In addition, customers can have repairs and replacements completed at the location of their choice.

Best of all, customers don't have to buy another road hazard program for five years and the R.O.A.D. InTire program also includes a free 24/7/365 "sign-and-go" benefit.

R.O.A.D. InTire is offered at a low cost to dealerships, can be added to new, lease, and used vehicle product menus, and is a great companion product to link with vehicle service contracts. The program also informs customers that the dealership is in the tire business and ties the customer back to the service department.



Customer Benefits

- Full reimbursement for all expenses including tire, wheel, and labor
- Free 24/7/365 "sign-and-go" dispatch service
- One toll-free call does it all
- These products are fully insured by A rated Virginia Surety Company, Inc.

Key Benefits of R.O.A.D. InTire

- **Expanded product menu.** The R.O.A.D. InTire program is a low-cost product to add to dealership menus.
- **Versatile administration.** This program can be combined with a vehicle service contract.
- **Expanded market.** This program can be sold on new, lease, or used vehicles and multiple policies can be sold to one customer.
- **Cross marketing.** By learning of R.O.A.D. InTire, customers learn that your dealership is in the tire business as well as the auto sales business.



For more information or for a free demonstration, call: 800.346.6469 or visit us online at: www.iasdirect.com