

# subdealeroffer

CEAT COMMERCIAL TYRES

## Grow the CEAT Network. Get Rewarded.

CEAT's success is built on the strength of its ambassador network **and that starts with you.**

We're proud to have a network of passionate dealers who believe in the brand and help it thrive. Now, we're giving back to those who go the extra mile and help expand the CEAT family by introducing new partners. It's our way of saying thank you for being a key part of CEAT's growth.



SCAN ME

### 1 Refer a Dealer

Know a business that could benefit from CEAT tyres? Introduce them to TIA's ambassador program by handing them a **CEAT Ambassador Info Sheet**. Then, **scan the QR code** and select '**Refer a Dealer**' to submit your referred dealer's details directly to TIA.

### 2 Hit 30 Purchases

Once your referred dealer is allocated their **own 30-mile sales radius** and they've ordered **30 or more tyres**, they've officially hit the target that counts towards your reward.

### 3 Collect Your Reward

You'll receive **£100 credit** as a thank-you for helping grow the CEAT dealer network!

#### Offer Details & Eligibility

Offer valid until further notice. Available exclusively to existing CEAT ambassadors referring new customers. Full terms and conditions apply - see reverse.

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## Terms and Conditions

### 1. Eligibility

Any existing CEAT Ambassador dealer who recommends a new CEAT Ambassador is eligible for the referrer reward, provided the new ambassador (Referred Dealer) purchases 30 CEAT TBR tyres.

### 2. How to claim

The Referrer recommends the Referred Dealer to TIA. Once the Referred Dealer is allocated their own 30-mile sales radius and purchases a minimum of 30 CEAT TBR tyres (from SKUs eligible under this policy) through TIA, the Referrer qualifies for the reward.

### 3. Reward

The Referrer will receive £100 account credit from TIA following verification of the qualifying purchase. Credits will be applied directly to the Referrer's TIA trade account and may be used against future purchases.

Credits have no cash alternative and are non-transferable.

### 4. Referral Limits

There is no limit to the number of qualifying referrals a Referrer may make. Each verified referral will earn one £100 account credit.

### 5. Administration

Referrals must be registered with TIA representative [Kon Kazee] via an approved referral form submission.

### 6. General

TIA reserves the right to amend, withdraw or refuse the offer at any time. Fraudulent claims will not be paid. Claims are subject to verification. TIA may offer the Referred Dealer imprest stock in combination with this offer, subject to necessary credit checks.

## SKU's Covered Under Offer

SRL No.	SAP Code	Pattern Name	Tyre Size	Application	Pattern
1	107660	WINMILE X3 R	7.50 R16 LT	Highway	Steer
2	106627	WINMILE X3-R	215/75R17.5	Highway	Steer (Trailer)
3	107229	WINSUPER X3-D	215/75R17.5	Highway	Drive
4	107334	WINMILE X3 R	235/75R17.5	Highway	Steer (Trailer)
5	107333	WINSUPER X3-D	235/75R17.5	Highway	Drive
6	107344	WINMILE X3-R	245/70R17.5	Highway	Steer (Trailer)
7	113597	WINMILE AW	245/70R19.5	Highway	Steer (Trailer)
8	104107	WINMILE-R	11R22.5	Highway	Steer
9	113286	WINMILE-D	295/60R22.5	Highway	Drive
10	112769	WINMILE X3 AW	295/80R22.5	Highway	Steer
11	107343	WINSUPER X3-D	295/80R22.5	Highway	Drive
12	113287	WINMILE-S	315/60R22.5	Highway	Steer
13	106920	WINMILE-D	315/70R22.5	Highway	Drive
14	106324	WINMILE-S	315/70R22.5	Highway	Steer
15	104834	PRO-B10	315/80R22.5	Highway	Drive
16	106919	WINMILE-D	315/80R22.5	Highway	Drive
17	106439	WINMILE-S	315/80R22.5	Highway	Steer
18	106392	WINMILE-T	385/55R22.5	Highway	Trailer
19	113288	WINMILE-S	385/65R22.5	Highway	Steer
20	113087	WINMILE-T	385/65R22.5	Highway	Trailer
21	101855	PRO B10	315/70R22.5	Highway	Drive
22	106274	WINLOAD-AW	11R22.5	ON/OFF	All Wheel
23	114321	WINLOAD-AW	13R22.5	ON/OFF	All Wheel
24	114322	WINLOAD-D	13R22.5	ON/OFF	Drive
25	114532	WINLOAD X5D	295/80R22.5	ON/OFF	Drive
26	114325	WINLOAD-AW	315/80R22.5	ON/OFF	All Wheel
27	114324	WINLOAD-D	315/80R22.5	ON/OFF	Drive
28	114323	WINLOAD-AW	385/65R22.5	ON/OFF	All Wheel