

TREAD + PRESSURE GAUGES

Practical tools. Focused distribution. A lasting service connection.

01 TREAD GAUGE

A conversation about tire wear and when to request professional inspection.

02 PRESSURE GAUGE

Routine owner care, supported by a short demonstration.

03 PAIRED KIT

Reserve both tools for a defined service promotion, club collaboration or referral relationship.

BACKING CARD

Booking QR, phone and contact route. Confirm Marin drop-off arrangements before promotion.



MEET YOUR RACEWAY AUDI SPECIALIST.

Learn to use your gauge, discuss your vehicle's needs and arrange your next service.

WHY DISTRIBUTION IS SELECTIVE

Higher anticipated cost per piece than microfiber calls for focused handoffs. Confirm landed costs before setting quantities. Offer either gauge individually; pair them only when the opportunity justifies the cost.

MARKET OPPORTUNITY — TO TEST

Raceway Audi owners are a potential audience, not proven service demand. A brief conversation establishes maintenance needs, geographic fit and appointment interest.

RACEWAY REACH • FOCUSED MERCHANDISE HANDOFF



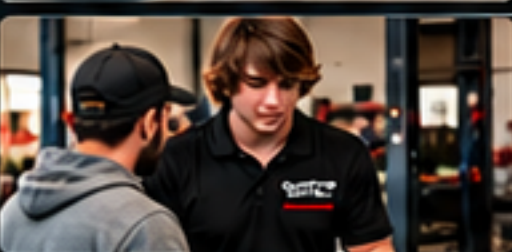
RACEWAY GATE

Approved invitation directs owners to the shop or staffed tire-care station. Keep tools at the collection point.



RACEWAY PARKING LOTS

Permission-based Audi-owner introductions or approved vehicle invitations. Do not leave tools unattended.



QUATTRO CARE RACEWAY SHOP

Primary handoff point: demonstrate the tool, discuss service needs and apply clear pilot eligibility terms.



EVENT DISPLAY / CLUB GATHERING

Allocate limited tools to scheduled demonstrations and owner introductions; agree organizer responsibilities.



PRE-EVENT COMMUNICATIONS

Invite reservations. State whether the tool is complimentary, tied to a booking or available while supplies last.

CONTROL COST • MEASURE COMPLETED WORK

Set a cash ceiling and inventory cap. Track each tool's landed cost, handoff location and response. Include distribution and staff time.

Qualified conversations

Suitable bookings

Completed jobs

Contribution

Compare single-tool and paired-kit results before expanding. Gifts accepted and QR scans alone do not establish return.

OWNER:
Colby + V1360

INPUT:
Costs, capacity, permissions, eligibility

OUTPUT:
Capped Raceway pilot with tracked handoffs

DONE:
Evidence of worthwhile service relationships within agreed cost and time limits

Tire Tread + Tire Pressure Gauges

Raceway Audi owners are a potential audience, not proven service demand. A short conversation should establish maintenance needs, geographic fit and appointment interest.

COST-LED DISTRIBUTION

Higher anticipated cost per piece than microfiber calls for focused handoffs. Confirm landed prices and set a cash ceiling before ordering. Offer either gauge individually; reserve paired kits for opportunities that justify the cost.

RACEWAY GATE AND PARKING LOTS

With permission, use a compact invitation at the gate or in Audi-owner parking-lot introductions. Direct interested owners to the shop or staffed tire-care station. Keep tools at the collection point rather than leaving them unattended.

PRE-EVENT COMMUNICATIONS

Invite reservations and state whether the tool is complimentary, tied to a booking or available while supplies last. Backing cards carry booking and contact details; confirm Marin drop-off arrangements before promotion.

DISTINCT TOOL ROLES

The tread gauge supports a conversation about tire wear and professional inspection. The pressure gauge supports routine owner care with a brief demonstration. A paired kit suits a defined service promotion, club collaboration or referral relationship.

RACEWAY SHOP AND EVENTS

Make the shop the primary handoff point. Demonstrate the tool, discuss vehicle needs and apply clear pilot eligibility terms. Allocate limited quantities for approved event displays, club gatherings or scheduled owner introductions.

PILOT MEASUREMENT

Track each tool’s landed cost, handoff source, inquiries, suitable bookings, completed jobs and contribution. Include distribution and staff time. Compare individual-tool and paired-kit outcomes; gifts accepted and scans alone do not establish return.

OWNER

Colby + VI360

INPUT

Costs, capacity, permissions and eligibility

OUTPUT

Capped Raceway pilot with tracked handoffs

DONE

Evidence of worthwhile service relationships within cost and time limits