

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



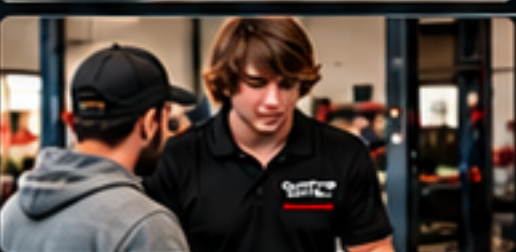
RACEWAY GATE

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
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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