

## DIGITAL WEBSITE DEVELOPMENT ENHANCEMENTS

Choose an option below to enhance your website and give your customers the ideal tire shopping experience in today's digital environment.

### ★ 1-STAR

75% reimbursement up to \$7,500.

#### SITE REQUIREMENTS

All brand requirements plus the following:

- Mobile-optimized to clearly display contact information on the home screen, including store name, phone number and street address.
- Store locations (consistent with Michelin store locator and other online directories).
- Store contact details.
- List of services.
- Tire selector without prices.

### ★★ 2-STAR

100% reimbursement up to \$15,000.

#### SITE REQUIREMENTS

All 1-STAR requirements plus the following:

- Feature allowing customers to request a quote.
- Ratings and reviews/testimonials on the shopping experience at your store.
- Syndicated MAST product ratings and reviews.
- Published dealer ratings and reviews for your service.

125%

### ★★★ 3-STAR

125% reimbursement, no cap.

#### SITE REQUIREMENTS

All 2-STAR requirements plus features that allow customers to:

- View tire prices and installation fees.
- Schedule tire installation by a qualified technician online.
- See product availability (in stock) information.

#### DEALER WEBSITE ASSESSMENT

Receive a customized review of your business website that contains an analysis of your overall visibility on the internet, website content, conversion success and MAST experience. The program provider is Tire Intelligence, and the MAST preferred pricing is \$375 per website. This service is reimbursed at 100% with submission of your paid invoice.

#### CLAIM SUBMISSION FOR ALL WEBSITE DEVELOPMENT AND WEBSITE ENHANCEMENTS

- Successful audit of site requirements.
- Paid invoices for hosting, development and related services.