



CERTIFIED SERVICE

INTRODUCING THE CADILLAC CERTIFIED SERVICE MODULAR TIRE DISPLAY

Visit gmdw.dcim.com to place your order today!



Let your customers know why buying tires from your dealership is a great value

- Modular system to fit your service lane wall
- Customized pricing options
- Tire wear content to educate customers
- Accommodates range of tire sizes

Program Headquarters GM Dealer Support

Toll-Free: 1-800-766-5660 | Email Us: GMBFMservice@dcim.com | gmdw.dcim.com

April 2022



CADILLAC CERTIFIED SERVICE MODULAR TIRE DISPLAY

Selling tires is an important part of your service operation and your customers have plenty of options when considering new tires. An effective communication strategy to educate your customers about tire wear and the value of original equipment tires can help you reach your sales goals. This new display is designed to:

- Build Awareness that your dealership is the best place to purchase tires
- Educate customers about tire wear and the importance of selecting the right tire for their vehicle
- Organize a wide selection of tires in an efficient manner that enhances the facility appearance and cleanliness and reduces the need for unsightly tire stacks
- Promote your dealership pricing with customizable inserts and the GM Tire Price Match Guarantee

MODULAR DESIGN TO FIT YOUR SERVICE LANE

Your dealership is unique and the space available for tire displays may be limited or substantial. This new display is designed to provide options that meet your needs.

The minimum tire display includes a right, left and center section to hold:



Six tires & Tire Wear Graphic OR Nine Tires without Graphic

The display can expand as needed by adding additional center sections

DIMENSIONS:

The Six Tires w/graphic and the 9 Tires measures:

106”H x 104”W (outside frame) x 6”D

Each add-on section measures: 106”H x 34”W x 6”D

Tire brackets hold tires ranging from 15”-20”



TIRE INSERT OPTIONS

Tire inserts are available with pre-printed branded messages to communicate various tire features, tire wear indicators and the GM Tire Price Match Guarantee. New, customizable tire inserts allow you to identify tires for specific vehicles with your dealership pricing.

Tire inserts are available in 3 sizes:

- 15"-16"
- 17"-18"
- 19"-20"

CADILLAC BRANDED TIRE INSERTS

Set of 5 Cadillac Tire Inserts



Note: Tire Insert copy and graphics are subject to change without notice. Please refer to gmdw.dcim.com for latest versions or call 1-800-766-5660 if you have any questions.

CUSTOMIZED TIRE INSERTS

The customized inserts include two graphic holders to allow dealers to customize by:

THE VEHICLE NAME (12" wide x 2" high channel)

A set of Cadillac vehicle names are sold as a set.

Current set includes: CT4, CT4 V-Series, CT5, CT5 V-Series, XT4, XT5, XT6, Escalade, Escalade ESV

PRICE (12" wide x 4" high channel)

A set of numbers and words that can be used to show your special dealer pricing.

Numbers include: 3-\$, 4 sets of "0-9" numerals, 4 blanks and the following word sets to go along with the pricing: "Each", "Set of Four", "With Mail-in Rebate", "Good", "Better", "Best"





CERTIFIED
SERVICE

CERTIFIED SERVICE TIRE CENTER WALL LETTERS

To help identify your tire display, a set of wall letters is available. The letters help call attention to the tire display and invite customers to take a closer look to learn more.

CERTIFIED SERVICE TIRE CENTER

Visit gmdw.dcim.com to place your order today!