

Pricing Models

The average cost to fill a tire today can vary widely, anywhere from \$3-10 per tire, depending on several variables such as tire size and pressure (larger and higher pressure tires require more nitrogen and longer purge/fill times). In addition to this, many tire dealers choose to bundle nitrogen with other services making the cost per tire higher, while some charge less (or nothing) per tire if you purchase tires from them. Following are some examples of how you may choose to charge your customers for nitrogen.

No Charge Customer Service

- Some locations choose to treat nitrogen inflation as a customer service to help attract new customer and retain existing customer
- Cost per tire - \$0 (don't forget the spare)

New Tire Sale Options

- Increase the price of the tire and include in every sale
- Flat fee with new tire sale - \$20 for the vehicle
- Cost per tire - \$5 (don't forget the spare)



Note: When educating your customer about nitrogen we recommend you tell them the per tire price. Market research shows a significantly higher percentage of customers will buy when told the price is \$5 per tire vs \$20 total.

Without New Tire Sale (Nitrogen Conversion) Options

- Nitrogen Conversion - \$40 This is higher than with a new tire sale due to the additional steps required, such as using a purge-and-fill device, etc
- Part of a service package with lifetime rotation, balance, etc
- Cost per tire - \$10 (don't forget the spare)

New Car Sale Options

- Pre-load Inventory - \$35 -\$50 Include on window sticker and bundle with another green product. Indicate the vehicle has been installed with a beneficial savings package. Include customer retention to increase value to customer and benefit to dealer
- Optional Service - \$40 offered as an option to a new vehicle sale

New Customer with Green Caps from Another Location

Test the nitrogen purity. If it's below 93%, reconvert and charge full price. If it's above 93%, top-off at no charge as a customer service.



Reward Your People

Nothing motivates more than direct compensation for effort. Incorporate a SPIF program. We recommend \$5 per vehicle. Then adjust your price point as needed.