

DIGITAL EDUCATION BOARD

Create A Personal Learning Experience
For Dealers and Customers



ON-DEMAND EDUCATION

A Digital Education Board is a touch screen device designed to create a personal learning experience for dealer employees and customers to educate them on best applications and practices for Bridgestone tires.

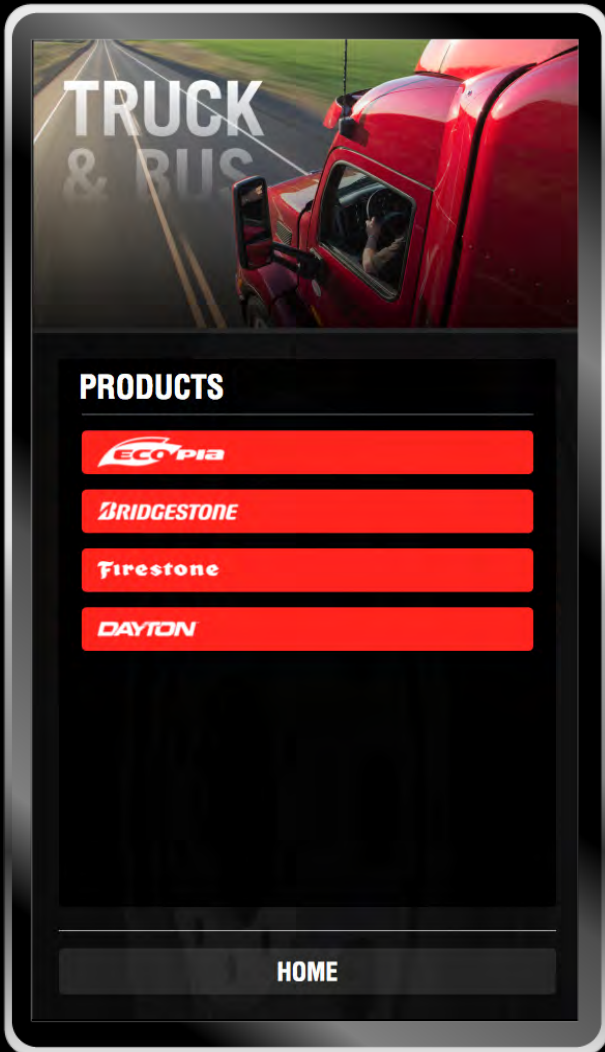
- *Use during team huddles to train employees on new products, services, campaigns, programs, and featured solutions in the commercial tire industry.*
- *Counter Sales and Service employees can use it as a way to educate their customers on products and services, as well as tire conditions and maintenance best practices.*
- *Cross-train employees on all segments of the commercial tire industry, while increasing employee retention and creating opportunity for career growth.*

Reach your customers more efficiently, train your employees, and increase sales with this strategic tool, anywhere in your location.

COST

LOCATIONS 1-5 \$79/month
 6-10 \$69/month

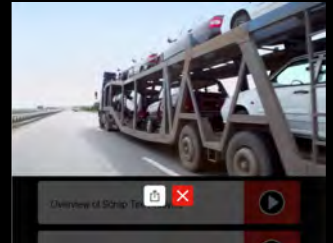
HARDWARE 32" Interactive Board - \$1,634
 60" Interactive Board - \$2,296



FEATURES

Programming on the Digital Education Board includes advertisements, training videos, product sheets, tools and other resources. Each board is either 32" or 60" tall x 18" wide x 2.5" thick and weighs around 36 lbs.

- **Digital advertisements**
 - *Products, Programs, How to maximize tire life*
- **Training content for Truck, Retread, Off-the-road, AG**
 - *Tire Basics (Tire Construction, How to read sidewalls, Importance of air pressure)*
 - *Right tire for the right application*
 - *Product information*
 - *Commercial tire tools and resources*



PROMOTIONS

You can also use the board to feature promotions and running specials, or showcase dealer news or advertisements.



CONTACT

Digital Education Board qualifies for the Bridgestone Smart Resource program. Contact your Bridgestone representative for more details.

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