



Firestone
AIRIDE

AUTHORIZED DEALER



FIRESTONE AIRIDE AIR HELPER SPRINGS
2025 AUTHORIZED DEALER PROGRAM

Firestone AIRIDE

2025 Firestone Airide Authorized Dealer Program

Elevate your business with exclusive perks, top-tier products and unmatched support from the company that brings you The Original Air Spring. When you become an authorized Firestone Airide dealer, you receive first class service and a commitment to grow together.

Product Eligibility

Air helper springs work by maximizing a vehicle's safe load-carrying capacity in most trucks. Paired with Air Command Single or Dual path wireless controls, Firestone Airide provides the complete solution to make towing and hauling a stress-free experience. For the latest list of qualifying Ride-Rite, Coil-Rite and Air Command products, please contact your sales representative.



Ride-Rite, Coil-Rite, Air Command & Accessories

Minimum Advertised Pricing (MAP)

Firestone Airide manufactures and sells quality Firestone products and works to maintain a premium image through superior manufacturing, marketing, sales, and customer support. To protect the image of its brand and your profitability, Firestone has a Unilateral Minimum Advertised Price Policy ("MAP Policy") on the entire product line.

Warranty

All Ride-Rite & Coil-Rite air springs carry a limited lifetime warranty. Air Command, hardware, brackets and accessories carry a 2-year warranty against defects in workmanship and materials.

Training

- Sales Training
 - New Products, Product Positioning, Technical
- Installer Training (In-Person)
- Online Portal for Training Resources

Technical Support

- Service Support Exclusive to Our Authorized Dealers
- Dedicated Phone Line & E-mail





Marketing Tools & Digital Solutions

As an authorized dealer, you gain exclusive access to industry-leading marketing resources designed to support your success. These resources include high-quality point-of-purchase materials delivered directly to your locations, ensuring a strong in-store presence. Additionally, you'll have access to a comprehensive online portal filled with valuable tools and resources to help you effectively promote and showcase Firestone Airide products. This platform is designed to provide you with everything you need to enhance customer engagement, drive sales, and strengthen your brand's presence in the market.



In-Store Point-of-Purchase



Customized Marketing Solutions

THE AIRIDE DIFFERENCE

INCENTIVES

- MAP Protected Products
- Quarterly Dealer Incentives
- Where-to-Buy Placement

SUPPORT

- Tech Support Line
- Online Warranty Submissions
- In-Person Training
- Dedicated Account Manager

MARKETING

- Point-of-Purchase Material
- Online Training
- Digital Marketing Resources
- Customized Marketing Solutions
- Print Collateral

firestoneairide.com/dealer

Subject to change based on participation. Certain restrictions apply. Contact your Firestone Airide representative for more details.

**BECOME A
DEALER TODAY!**



Firestone
AIRIDE

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