



The Sweet Spot


By the end of this training, learners can


1. Discuss the well-balanced performance features of this tire.
2. Illustrate how a well-known and dependable brand used innovation and history to create a sporty and predictable tire.
3. Demonstrate the economic value of tires at a good price and with good coverage.

VO ID	Screen Content	Desing Notes	Voice Over
A-_1Host	<p>"I am so glad you decided to finally join us for The Sweet Spot. As you know from our social media pages, we are a community of car enthusiasts.</p> <p>Everyone here is very friendly and really enjoys talking about all things cars. I understand you have some specific questions about affordable solutions for your Ford Mustang. There are a lot of people here with high-performance vehicles like yours. We have a different topic at each of these events.</p> <p>Today we are talking about affordable UHP tires, which I am pretty sure is why you joined us for this specific event. Why don't you walk around and talk to a few people and see what they have to say?"</p>	<p>Host Speaking This is a car group meeting area, like a parking lot or a park. We begin with a host introducing the learners to the event.</p> <p>On the screen is a vector drawing similar to the image below of cars with the hoods up. No people are in the image. </p>	<p>"I am so glad you decided to finally join us for The Sweet Spot. As you know from our social media pages, we are a community of car enthusiasts.</p> <p>Everyone here is very friendly and really enjoys talking about all things cars. I understand you have some specific questions about affordable solutions for your Ford Mustang. There are a lot of people here with high-performance vehicles like yours. We have a different topic at each of these events.</p> <p>Today we are talking about affordable UHP tires, which I am pretty sure is why you joined us for this specific event. Why don't you walk around and talk to a few people and see what they have to say?"</p>
A-_2Host	<p>"Oh wait, before I let you go, I should tell you about our scavenger hunt. The car</p>		<p>"Oh wait, before I let you go, I should tell you about our scavenger hunt.</p>


	experts we have here today have been given little bits of information they will share with you to complete your scavenger hunt. Take a moment to review this document before you head out so you know what you are looking for.”		The car experts we have here today have been given little bits of information they will share with you to complete your scavenger hunt. Take a moment to review this document before you head out so you know what you are looking for.”
A-_2a	<p>Scavenger Hunt Worksheet</p> <ol style="list-style-type: none"> 1. What year did we start making tires? 2. This tire is an ultra-high-performance _____ tire. 3. This tire is a _____-rated tire. 4. This tire hits the _____ for affordability and performance. 	<p>Scavenger Hunt Worksheet</p> <p>Worksheet is introduced on-screen with the questions to come.</p>	
A-_3Narr	Click on one of the groups of cars to join in.	<p>The screen shows several cars with hoods open. Clickable cars include a Charger, BMW 3118i, and a Camaro. A marker notes clickable cars.</p> <p>This course is not linear. When the learner clicks on a group, that scenario opens.</p> 	Okay, you are all set! Now it is time to join in on the fun. Click on one of the groups of cars to join in.
A-_4Car1		Group 1 Conversation Starter	“Hi, welcome to our group. I was just telling everyone that I am pretty into my Dodge Charger. It just looks so cool. It is one of those cars that just


			<p>makes you smile when you hit the gas pedal. That said, I am fairly value-minded. My question for the group is, do you think it is possible to buy equipment that has a good value and is still cool enough to put on my Charger?"</p>
A-_4aCar2	<p>"'Value' and 'cool' rarely go together—until now. This tire meets the growing demand for affordable, dependable, ultra-high-performance all-season tires, while also offering longer wear and a sleek modern look and feel."</p>	<p>Response from another person in the group.</p>	<p>"'Value' and 'cool' rarely go together—until now. This tire meets the growing demand for affordable, dependable, ultra-high-performance all-season tires, while also offering longer wear and a sleek modern look and feel."</p>
A-_5Narr	<p>2. This Tire is an ultra-high-performance _____ tire.</p> <ul style="list-style-type: none"> • Summer • Winter • All-Season [Correct] 	<p>Scavenger hunt worksheet pops up. All four questions are up, but number 2 is bigger and has answer options.</p>	<p>That tire expert mentioned something for your scavenger hunt. Can you remember?</p>
A-_5aNarr	<p>That is right. This expert shared with you that This tire meets the growing demand for affordable, dependable, ultra-high-performance all-season tires, while also offering longer wear and a sleek modern look and feel.</p>	<p>Correct feedback. Set a variable to fill out question 2 with the correct information once this section is visited.</p>	<p>That is right. This expert shared with you that This tire meets the growing demand for affordable, dependable, ultra-high-performance all-season tires, while also offering longer wear and a sleek modern look and feel.</p> <p>That part of your worksheet is now filled in. Please proceed to another group to learn more.</p>
A-_5bNarr	<p>Actually, the correct answer is All-Season. This expert shared with you that This tire meets the growing demand for</p>	<p>Incorrect feedback. Set a variable to fill out question 2 with the correct information once this section is</p>	<p>Actually, the correct answer is All-Season. This expert shared with you that This tire meets the growing</p>

	affordable, dependable, ultra-high-performance all-season tires, while also offering longer wear and a sleek modern look and feel.	visited.	demand for affordable, dependable, ultra-high-performance all-season tires, while also offering longer wear and a sleek modern look and feel. That part of your worksheet is now filled in. Please proceed to another group to learn more.
Back to A- _3Narr	Click a group to join in.	Once the learner has explored a group, it is grayed out. They can then select another group. Once all groups are explored, they are taken to screen 	
A- _6Car3		Group 2	“Hey, welcome to the group. I heard you have a Mustang. I drive a Volkswagen Golf. I don’t want to sound superficial but looks are important to me when it comes to my car. I’m actually a bit frustrated. Have you ever noticed that a lot of Z-Rated tires look like touring tires? I want something sleek; you know? Something modern.”
A- _6aCar4	“You should look at the tires on my Mustang, I have this tire. It is designed to look like no other UHP tire in its class. It stands out on the road without hurting my wallet. I really like the sleek, performance-based tread pattern and modern, distinctive sidewall design.”	Closeup of tire tread.	“You should look at the tires on my Mustang, I have This tire. It is designed to look like no other UHP tire in its class. It stands out on the road without hurting my wallet. I really like the sleek, performance-based tread pattern and modern,

			distinctive sidewall design.”
A-_7Narr	<p>3. This tire is a _____ -rated tire.</p> <ul style="list-style-type: none"> • T • H • Z [correct] 	Scavenger hunt worksheet pops up. All four questions are up, but number 3 is bigger and has answer options.	That Mustang owner mentioned something for your scavenger hunt. Can you remember?
A-_7aNarr	This tire is a Z-rated tire and is designed to look like no other UHP tire in its class.	Correct feedback Set a variable to fill out question 3 with the correct information once this section is visited.	<p>This tire is a Z-rated tire and is designed to look like no other UHP tire in its class.</p> <p>That part of your worksheet is now filled in. Please proceed to another group to learn more.</p>
A-_7bNarr	This tire is a Z-rated tire and is designed to look like no other UHP tire in its class.	Incorrect feedback. Set a variable to fill out question 3 with the correct information once this section is visited.	<p>This tire is a Z-rated tire and is designed to look like no other UHP tire in its class.</p> <p>That part of your worksheet is now filled in. Please proceed to another group to learn more.</p>
Back to A-_3Narr	Click a group to join in.	<p>Once the learner has explored a group, it is grayed out. They can then select another group. Once all groups are explored, they are taken to screen</p> 	
A-_8Car5		Group 3 Conversation Starter	“I’ve been reading a lot of forums to be sure I get the right tires for my Chevrolet Camaro. I have heard a lot

			of different perspectives, and I am still not sure. I really want a UHP tire that I can trust that doesn't break the bank."
A- 8aCar6	"They have been making dependable, reliable tires at a good price point since 1892. I upgraded on my Scion FR-S this year. I really couldn't be happier."	Response from another person in the group.	"They have been making dependable, reliable tires at a good price point since 1892. I upgraded on my Scion FR-S this year. I really couldn't be happier."
A- 9Narr	1. What year did we start making tires? <ul style="list-style-type: none"> • 1980 • 1892 [correct] • 1945 • 1912 	Scavenger hunt worksheet pops up. All four questions are up, but number 1 is bigger and has answer options.	The Scion owner mentioned something for your scavenger hunt. Can you remember?
A- 9aNarr	That is right! First made in, these tires have been a symbol of quality in the tire market for 130 years.	Correct feedback. Set a variable to fill out question 1 with the correct information once this section is visited.	That is right! First made in, these tires have been a symbol of quality in the tire market for 130 years. That part of your worksheet is now filled in. Please proceed to another group to learn more.
A- 9bNarr	Actually, before that! First made in, these tires have been a symbol of quality in the tire market for 130 years.	Incorrect feedback. Set a variable to fill out question 1 with the correct information once this section is visited.	Actually, before that! First made in, these tires have been a symbol of quality in the tire market for 130 years. That part of your worksheet is now filled in. Please proceed to another group to learn more.

Back to A- _3Narr	Click a group to join in.	Once the learner has explored a group, it is grayed out. They can then select another group. Once all groups are explored, they are taken to screen 	
A- 10Car7		Group 4 Conversation Starter	“I just bought my first performance vehicle for myself for my 25th birthday. I love it, but I didn’t expect some of the maintenance costs. I need new tires, but I don’t want to go with some off-brand just because they are cheap.”
A- 10aCar8	“Ha! I remember my first performance car and the unexpected maintenance. You need a tire that hits the “sweet spot” for affordability and performance. This tire is a UHP tire from a brand you know and trust, and won’t cost a fortune.”	Response from another person in the group	“Ha! I remember my first performance car and the unexpected maintenance. You need a tire that hits the “sweet spot” for affordability and performance. This tire is a UHP tire from a brand you know and trust, and won’t cost a fortune.”
A- _11Narr	4. This Tire hits the _____ for affordability and performance. <ul style="list-style-type: none"> ● Sweet spot [correct] ● Sufficient area ● Satisfactory range 	Scavenger hunt worksheet pops up. All four questions are up, but number 4 is bigger and has answer options.	That expert mentioned something for your scavenger hunt. Can you remember?
A- _11aNarr	That is right! This tire hits the sweet spot for affordability and performance. This tire is also perfect for younger audiences that drive newer performance	Set a variable to fill out question 4 with the correct information once this section is visited.	That is right! This tire hits the sweet spot for affordability and performance. This tire is also perfect for younger

	vehicles but want to save money on tires.		<p>audiences that drive newer performance vehicles but want to save money on tires.</p> <p>That part of your worksheet is now filled in. Please proceed to another group to learn more.</p>
A- _11bNarr	<p>There is a better answer. This tire hits the sweet spot for affordability and performance.</p> <p>This tire is also perfect for younger audiences that drive newer performance vehicles but want to save money on tires.</p>	Set a variable to fill out question 4 with the correct information once this section is visited.	<p>There is a better answer. This tire hits the sweet spot for affordability and performance.</p> <p>This tire is also perfect for younger audiences that drive newer performance vehicles but want to save money on tires.</p> <p>That part of your worksheet is now filled in. Please proceed to another group to learn more.</p>
A- _12Host	<p>“It looks like you have visited all of the groups! How did you enjoy our event? You also filled out your scavenger hunt, well done!</p> <p>Do you have any questions about your experience today?”</p>	<p>After all groups are explored, the learner is taken to this screen. The host is speaking on this screen. The filled out scavenger hunt page shows up on screen when the host refers to it.</p> <p>This is the introduction to the assessment. Once the learning clicks NEXT, they go right to the assessment.</p> 	<p>“It looks like you have visited all of the groups! How did you enjoy our event? You also filled out your scavenger hunt, well done!</p> <p>Do you have any questions about your experience today?”</p>

A-_13Narr	<p>One thing you didn't get a chance to hear about was the warranty for This tire.</p> <p>Based on what you have learned so far, what do you think is the mileage warranty for this tire?</p> <ul style="list-style-type: none"> a. 30,000 miles b. 35,000 miles c. 40,000 miles d. 45,000 miles [correct] 		<p>One thing you didn't get a chance to hear about was the warranty for This tire.</p> <p>Based on what you have learned so far, what do you think is the mileage warranty for this tire?</p>
A-_13Feedb ack_Narr	<p>This tire has a unique compound and tread pattern that delivers improved rolling resistance and offers a 45,000-mile warranty. With sizes that cover 45 of the top 50 market sizes, this tire covers more of the UHP market than ever.</p>	Feedback	<p>This tire has a unique compound and tread pattern that delivers improved rolling resistance and offers a 45,000-mile warranty. With sizes that cover 45 of the top 50 market sizes, this tire covers more of the UHP market than ever.</p>
A-_14_Host	<p>"I overheard a few of your conversations, it sounds like you got a lot of information about tires for your Dodge Charger. I bet you are ready to help some others make decisions about tires for their own vehicles.</p> <p>Would you mind sticking around and helping a few folks? It should just take a few minutes."</p>	Host speaking from the host stand.	<p>"I overheard a few of your conversations, it sounds like you got a lot of information about tires for your Dodge Charger. I bet you are ready to help some others make decisions about tires for their own vehicles.</p> <p>Would you mind sticking around and helping a few folks? It should just take a few minutes."</p>