



# WIN BIG THIS SUMMER!

**JULY 1-  
SEPTEMBER 30,  
2024**

# HIGHWAY HEROES 2024

MAKING EVERY INTERACTION COUNT



## QUALIFICATIONS



### ELIGIBLE TECHNICIANS

This campaign is open to current Battery Service Technicians and Full Service Technicians who are employees of (1) a participating ACE market Preferred Service Provider or (2) an ACE entity.



### TECHNICIAN OPT-IN

Battery Service and Full-Service Technicians must opt-in to the campaign by providing their name and email address via the icon on the Technician tablet or on HighwayHeroes.org.

## AWARDS

### MONTHLY INCENTIVES



#### BATTERY SERVICE TECHNICIANS

Battery Service Technicians are eligible to win an incentive award (Mastercard gift card) for each monthly period (July, August, September):

- \$100 FOR 85/91
- \$150 FOR 90/92
- \$200 FOR 93/94



#### FULL SERVICE TECHNICIANS

Full-Service Technicians are eligible to win entries for each monthly sweepstakes drawing. 200 winners will receive a \$200 incentive award (Mastercard gift card) each month (July, August, September):

- 1 ENTRY FOR 90%
- 2 ENTRIES FOR 92%
- 3 ENTRIES FOR 93%

### GRAND PRIZE

To be eligible for the Grand Prize Sweepstakes, all Technicians must complete the required Roadside Safety Training course.



#### BATTERY SERVICE TECHNICIANS

Qualifying Battery Service Technicians will receive one (1) entry into the grand prize sweepstakes for a Mastercard gift card for each month the qualifying Technician achieves the 93/94 performance threshold:

- \$1,000 - 10 WINNERS
- \$5,000 - 2 WINNERS



#### FULL SERVICE TECHNICIANS

Qualifying Full-Service Technicians will receive one (1) entry into the grand prize sweepstakes for a Mastercard gift card for each month the qualifying Technician achieved the 93% performance threshold:

- \$1,000 - 10 WINNERS
- \$5,000 - 2 WINNERS

## PERFORMANCE THRESHOLDS



#### BATTERY SERVICE TECHNICIANS

There are 3 performance thresholds for their respective award amounts:

- 85% valid battery testing PLUS minimum 91% overall member satisfaction; (85/91)
- 90% valid battery testing PLUS minimum 92% overall member satisfaction; (90/92)
- 93% valid battery testing PLUS minimum 94% overall member satisfaction; (93/94)



#### FULL SERVICE TECHNICIANS

There are 3 performance thresholds for their respective award amounts:

- 90% overall member satisfaction
- 92% overall member satisfaction
- 93% overall member satisfaction

Minimum number of member survey returns for the qualifying incentive period is 6.

## RULES AND REGULATIONS

HIGHWAY HEROES DRAWING: NO PURCHASE NECESSARY; PROMOTION BEGINS ON 12:00:00 AM PST ON 07/01/24 AND WILL END ON 9/30/24 AT 11:59:59 PST; OPEN ONLY TO CURRENT PREFERRED SERVICE PROVIDER TECHNICIANS OF PARTICIPATING INDEPENDENT EMERGENCY ROADSIDE ASSISTANCE CONTRACTORS OF SPONSOR OR SPONSOR'S AFFILIATES, OR TECHNICIANS EMPLOYED BY A SPONSOR'S AFFILIATE, EACH WHO MUST MEET PERFORMANCE THRESHOLDS AND TRAINING REQUIREMENT; SEE OFFICIAL RULES AT HIGHWAYHEROES.ORG FOR ADDITIONAL ELIGIBILITY RESTRICTIONS, PRIZE DESCRIPTIONS/ RESTRICTIONS/VALUES, ODDS, AND COMPLETE DETAILS; VOID WHERE PROHIBITED. SPONSOR: AUTOMOBILE CLUB OF SOUTHERN CALIFORNIA.

TECHNICIANS ARE RESPONSIBLE FOR ALL TAXES ON THE REWARD. MUST BE AN EMPLOYEE OF AN ACTIVE PARTICIPATING ACE MARKET INDEPENDENT CONTRACTOR OR ACE ENTITY IN GOOD STANDING AT THE TIME OF AWARD DISTRIBUTION. AUTO CLUB ENTERPRISES RESERVES THE RIGHT TO MODIFY OR TERMINATE THIS PROGRAM AT ANY TIME.