

# Bridgestone Business Associates Program.




How to request a discount code and redeem on the Bridgestone website.

Go to the Bridgestone Business Associates portal.

**bap.bridgestonetyres.com.au**

Enter work email address to begin.



## Business Associates Program


Enter your work email to check if you qualify for a discount.

If qualifying email address is entered, a verification code is sent to that email address.

Enter verification code to receive discount code.

**04621**

Enter verification code from email into portal to proceed.



## You qualify!


We've sent you an email with a verification code.

Before we can supply your discount code, enter the verification code sent to email@domain.com

Email not correct? [Try again.](#)  
Didn't receive an email? Check your junk or spam folder, or if you are having issues [contact us.](#)

See next page →

If verification code is correct, discount code is sent to the entered email address.



**Great news!**  
We've emailed you a discount code.

Follow the [instructions](#) on how to use discount code on the Bridgestone [website](#).

Didn't receive an email? Check your junk or spam folder, or if you are having issues [contact us](#).

Copy discount code in email for use on Bridgestone website.

Follow the [instructions](#) on how to use discount code on the Bridgestone [website](#).

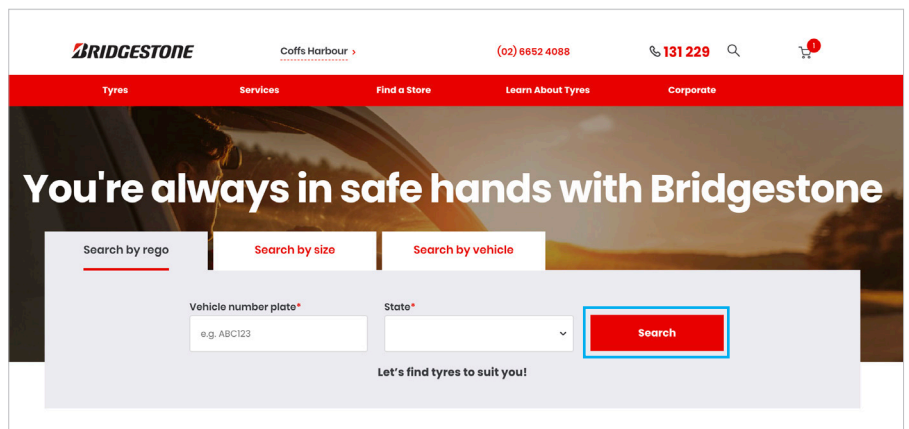
Add discount code once you've added tyres to your cart.

**BSAL2Q8IFU2022**

Go to the Bridgestone website.

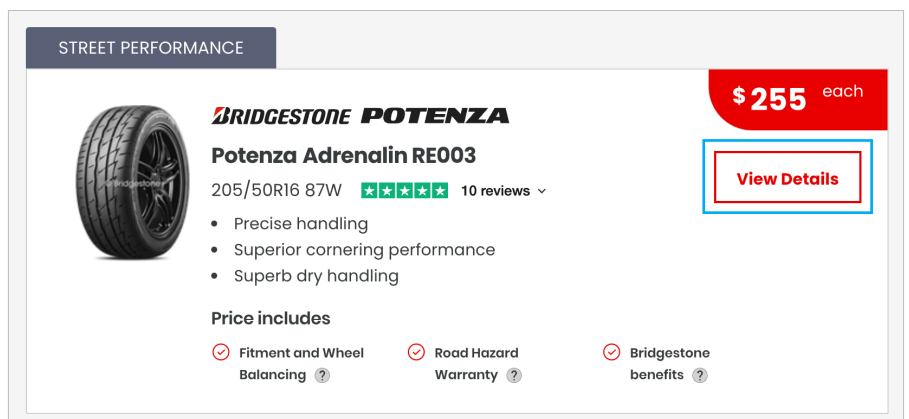
**bridgestone.com.au**

Search for tyres by rego, size or vehicle.



The screenshot shows the top navigation bar of the Bridgestone website with links for Tyres, Services, Find a Store, Learn About Tyres, and Corporate. Below the navigation is a search bar with three tabs: 'Search by rego', 'Search by size', and 'Search by vehicle'. The 'Search by rego' tab is active, showing a form with 'Vehicle number plate\*' (e.g. ABC123) and 'State\*' dropdown menus, and a red 'Search' button. Below the form is the text 'Let's find tyres to suit you!'.

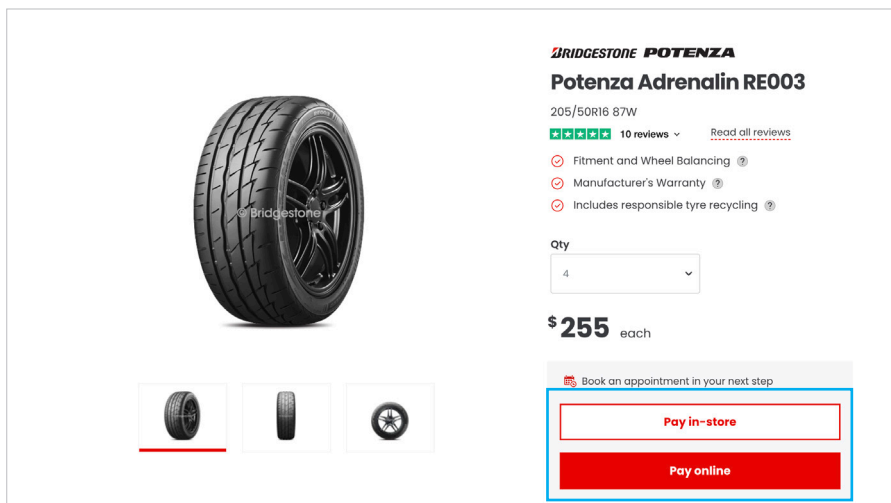
Select a tyre and click View Details to proceed.



The product page features a 'STREET PERFORMANCE' header. On the left is an image of the tyre. To the right, the text reads 'BRIDGESTONE POTENZA Potenza Adrenalin RE003' with a price tag of '\$255 each'. Below the tyre name is the size '205/50R16 87W' and a star rating of 4.5 stars with '10 reviews'. A 'View Details' button is highlighted with a red border. Underneath, a 'Price includes' section lists three items: 'Fitment and Wheel Balancing', 'Road Hazard Warranty', and 'Bridgestone benefits', each with a checkmark icon and a question mark.

See next page →

Select Payment option to start the checkout process.



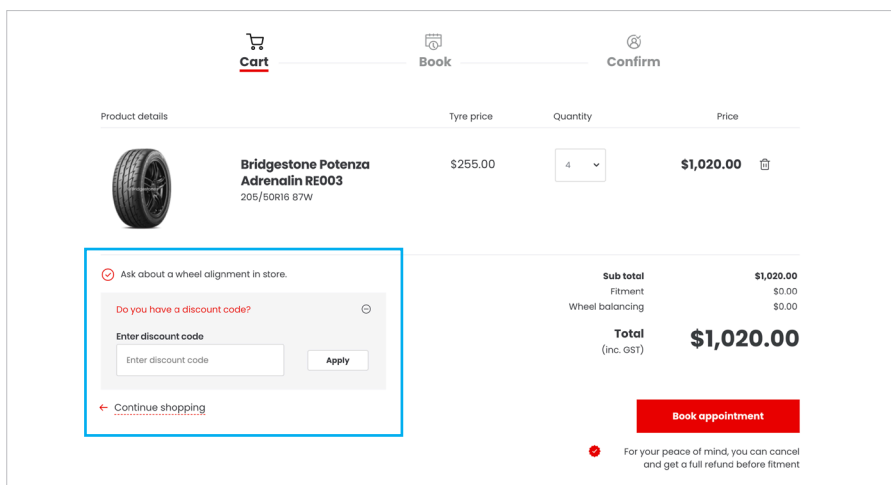
When viewing cart, add discount code and click Apply.

Discount will apply to tyres in cart.

Click Book appointment to proceed with checkout process.

**Discount code applies to all tyres in cart and will override National Promotions.**

National Promotions may apply a greater discount to tyres in your cart – in this case, do not apply discount code (if already entered, remove code) which will retain the National Promotion discount.



## Important information

### Qualifying for a discount code

If your company email domain doesn't qualify, a warning is displayed and verification code is not sent.

If discount codes have already been sent to entered email, a warning is displayed and discount code can be re-sent via email.

Check junk or spam folders for verification and discount code emails.

Experiencing any other issues, click the contact us links in the portal to send an email to Bridgestone for assistance.

Have feedback? [Contact us.](#)

### Searching for tyres

**Not all stores show a price for tyres.**

Tyres without pricing cannot be purchased online, therefore discount code cannot be used. Ensure selected store shows tyre pricing to proceed with your purchase.

**'Low Stock' items cannot be purchased**

Tyres with 'low stock' cannot be purchased online, therefore discount code cannot be used. Ensure the selected tyres are in stock to proceed with your purchase.