It’s Highway Heroes time!

From Memorial Day through Labor Day, technicians and stations have a chance to earn Highway Heroes incentives by doing what they do best—Keeping Members Informed and providing legendary service.

This year’s Highway Heroes (HH) focuses on KMI when a DRIVER calls the member and offers more awards and bigger payouts!

Over $200,000 in gift cards will be awarded!

There are two ways Technicians can earn incentives!

1) **Sweepstakes** - $250 gift card drawings, 25 RANDOM WINNERS EVERY WEEK, beginning in June. Technicians can voluntarily opt in and register for the drawing by visiting the HH website (highwayheroes.org) and entering their full name, tech ID, station ID, and club/state.

2) **Mystery Shops** - Technicians will have a chance to earn a bonus when they pass a mystery shop AND DO TWO THINGS:
   - **CALL THE MEMBER.**
     - Driver is only eligible for bonus when they call the member themselves, not when dispatcher or other station personnel calls.
   - **GO THE EXTRA MILE FOR THE MEMBER.**
     - Going “the extra mile” for members is that extra something beyond service, like checking tire pressure or cleaning the windshield.

Stations can earn incentives, too!
Stations that meet a 50% DRIVER KMI (KMI when the DRIVER has called the member) threshold will be entered into a drawing for a chance at a $500 gift card. 25 RANDOM WINNERS EVERY MONTH, beginning in June.

For questions, contact your CSR Supervisor. Thank you for being Highway Heroes and Keeping Members Informed!