



COOPERTIRES®



Program Benefits

- Quarterly Medallion Bucks
- Advertising Co-op
- New Dealer Merchandising Reward
- Double Bucks Promotions
- Preferred Partner Programs
- Free Google Search advertising (For top two levels)
- National Consumer Promotions
- Online training
- Credit Card

Commitment

- Minimum 400 units annually
- No opening order requirement

Payout

Category Level	Qualifying Units Medallion Bucks	Advertising Coop (All Units Except Snow Tires)
Gold - 400 Units	\$3.25	\$0.00
Sapphire - 800 Units	\$3.25	\$1.00
Platinum - 1,200 Units	\$3.50	\$1.25
Diamond - 1,800 Units	\$4.00	\$1.75
Emerald - 4,000 Units	\$5.00	\$1.75

- Paid via Cooper Tire Prepaid Visa card or check directly from Cooper
- At least 50% of unit requirement must be from Qualifying units

Qualifying Tires

Cooper CS3 Touring	Discoverer H/T Plus	Discoverer STT Pro*
Cooper CS5 Ultra Touring	Discoverer HT3	Weather-Master S/T2
Cooper CS5 Grand Touring	Discoverer M+S	Weather-Master WSC
Cooper WM-SA2	Discoverer M+S Sport	Zeon RS3-A
Discoverer A/T3	Discoverer S/T	Zeon RS3-S
Discoverer A/TW (US Only)	Discoverer S/TMAXX	Zeon RS3-G1
Discoverer H/T	Discoverer SRX	

*eligible at product launch

