



2024

BRIDGESTONE

PROGRAM BENEFITS

- Quarterly RBS - Pays on Tire Line, Net Purchases
- Bridgestone, Firestone and Fuzion units count towards attainment
- No Opening Order
- Online Training
- Driving Force sales spiffs

COMMITMENT

- 300 Units Annually
 - 75 Units per Quarter
- *multi locations will be grouped for rate and payment

BRIDGESTONE, FIRESTONE & FUZION PS & LT ANNUAL GROSS UNITS PURCHASED	BRIDGESTONE, FIRESTONE & FUZION PS & LT QUARTERLY GROSS UNITS PURCHASED	RBS RATE (BR & FS)
3,000	750	8.5%
2,700	675	8.0%
2,400	600	7.5%
2,100	525	7.0%
1,800	450	6.5%
1,500	375	6.0%
1,200	300	5.5%
900	225	5.0%
600	150	4.5%
300	75	3.5%

RETAIL BRAND SUPPORT (RBS)

- **RBS RATE** is based on annual gross purchases of Bridgestone, Firestone, and Fuzion passenger and light truck tires from your primary wholesale distributor and authorized secondary wholesale distributors per retail point of sale.
- **RBS PAYMENT** is made quarterly and calculated by using the Bridgestone Distributor Billed Affiliated Retailer base of calculation price of each gross unit purchased (gross units x quantity x RBS rate percentage earned). Bridgestone will pay RBS on gross units purchased from an authorized secondary distributor up to 25% of total purchases.
- **NEW** RBS Payment will be on gross Bridgestone, Firestone, and Fuzion purchases. Dealer will now be eligible to earn RBS on Firestone National Account, Government/Utility or Light Truck Fleet transfers.

FOOTNOTES:

1. Bridgestone will publish a Bridgestone Affiliated Retailer Program Base quarterly for the purpose of RBS calculation only. (Subject to Change)
2. Bridgestone will pay RBS earned to include approved secondary supplied purchases up to 25% of total.

The details of this program may be changed, modified or canceled by BATO without prior notice.

