



COOPERTIRES
MEDALLION
PROGRAM

Program Benefits

- Quarterly Medallion Bucks
- Advertising Support
- Double Bucks Promotions
- Website Discounts - NetDriven
- National Consumer Promotions
- Online Training - eCooper University
- Credit Card - Synchrony
- Dealer Merchandising Rewards

Commitment

- Minimum 300 Units Annually
- No Opening Order Requirement
- 80/20 Rule - 80% of units from primary distributor, 20% of units from secondary distributor

Payout

Category Level	Units	Qualifying Units Medallion Bucks	Winter Tire Medallion Bucks	Level Bonus *Excludes Winter Tires*
Gold	300 - 799	\$3.50	\$1.75	\$0.00
Sapphire	800 - 1,799	\$3.50	\$2.00	\$1.25
Platinum	1,800 - 2,799	\$4.00	\$2.25	\$1.75
Diamond	2,800 - 3,999	\$4.50	\$2.50	\$2.25
Emerald	4,000+	\$5.00	\$3.00	\$3.00

- 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 A/T3	Discoverer S/T MAXX	Zeon RS3-A
Cooper CS5 Grand Touring	Discoverer A/TW (US Only)	Discoverer SRX	Zeon RS3-S
Cooper CS5 Ultra Touring	Discoverer H/T	Discoverer STT Pro	Zeon RS3-G1
Cooper Evolution H/T	Discoverer H/T Plus	Discoverer True North*	
Cooper Evolution Tour	Discoverer HT3	Lifeline GLS	
Cooper Evolution Winter*	Discoverer M+S*	Weather-Master S/T2	
Cooper Zeon LTZ	Discoverer S/T	Weather-Master WSC	

* paid at winter rate

