



# 2023

# 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
- \*Paid on base level of tire.

## COMMITMENT

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

## HOW TO EARN

### THE COOPER® MEDALLION TIRE GROUPS:

PREFERRED TIRES	CORE TIRES		
	<p><b>\$\$\$</b></p> <ul style="list-style-type: none"> <li>• Discoverer* AT3<sup>4S</sup>™</li> <li>• Discoverer AT3<sup>LT</sup>™</li> <li>• Discoverer AT3<sup>ALT</sup>™</li> <li>• CS5 Grand Touring™</li> <li>• CS5 Ultra Touring™</li> </ul>	<ul style="list-style-type: none"> <li>• Cooper Zeon RS3-G1™</li> <li>• Discoverer EnduraMax™</li> <li>• Discoverer STT Pro™</li> <li>• Discoverer S/T<sup>MAXX</sup>™</li> <li>• Discoverer SRX™</li> </ul>	<ul style="list-style-type: none"> <li>• Discoverer SRX<sup>LE</sup>™</li> <li>• Discoverer Rugged Trek™</li> <li>• Discoverer HT3™</li> <li>• Cooper Endeavor Plus™</li> </ul>
	VALUE TIRES	WINTER TIRES	
	<p><b>\$</b></p> <ul style="list-style-type: none"> <li>• Evolution M/T™</li> <li>• Cooper Endeavor™</li> </ul>	<p><b>❄️</b></p> <ul style="list-style-type: none"> <li>• Discoverer Snow Claw™</li> <li>• Evolution Winter™</li> </ul>	<ul style="list-style-type: none"> <li>• Discoverer True North™</li> </ul>
STANDARD TIRES			
<ul style="list-style-type: none"> <li>• Starfire AS™</li> <li>• Starfire HT™</li> <li>• Starfire AP™</li> <li>• Starfire WR™</li> <li>• Trendsetter SE™</li> <li>• Cobra Radial G/T™</li> </ul>			

COMING IN 2023

Cooper Pro Control™

Cooper Discoverer Road+Trail AT™

## HOW TO EARN

### PAYMENT AMOUNTS:

		CORE TIRES	VALUE TIRES	WINTER TIRES	STANDARD TIRES	
		<b>\$\$\$</b>	<b>\$</b>	<b>❄️</b>	No payout for Standard Tires	
		Base Payment with Tier Bonus	Base Payment with Tier Bonus	Base Payment ONLY		
TOTAL TIRE REQUIREMENT						
TIER 5	Annual Total Tires <b>4,000</b> <small>(2,000 of which must be Preferred Tires)</small>	Quarterly Total Tires <b>1,000</b> <small>(500 of which must be Preferred Tires)</small>	<b>\$10.50</b> TOTAL PAYMENT	<b>\$8.00</b> TOTAL PAYMENT	<b>\$5.00</b> TOTAL PAYMENT	Purchases count towards Total Tires.
TIER 4	Annual Total Tires <b>2,400</b> <small>(1,200 of which must be Preferred Tires)</small>	Quarterly Total Tires <b>600</b> <small>(300 of which must be Preferred Tires)</small>	<b>\$9.00</b> TOTAL PAYMENT	<b>\$6.75</b> TOTAL PAYMENT	<b>\$4.00</b> TOTAL PAYMENT	
TIER 3	Annual Total Tires <b>1,600</b> <small>(800 of which must be Preferred Tires)</small>	Quarterly Total Tires <b>400</b> <small>(200 of which must be Preferred Tires)</small>	<b>\$8.00</b> TOTAL PAYMENT	<b>\$5.75</b> TOTAL PAYMENT	<b>\$3.00</b> TOTAL PAYMENT	
TIER 2	Annual Total Tires <b>800</b> <small>(400 of which must be Preferred Tires)</small>	Quarterly Total Tires <b>200</b> <small>(100 of which must be Preferred Tires)</small>	<b>\$7.00</b> TOTAL PAYMENT	<b>\$4.75</b> TOTAL PAYMENT	<b>\$2.50</b> TOTAL PAYMENT	
TIER 1	Annual Total Tires <b>300</b> <small>(150 of which must be Preferred Tires)</small>	Quarterly Total Tires <b>75</b> <small>(38 of which must be Preferred Tires)</small>	<b>\$4.50</b> TOTAL PAYMENT	<b>\$3.50</b> TOTAL PAYMENT	<b>\$2.00</b> TOTAL PAYMENT	