



**PINNACLE™**  
Commercial Truck Program

## PROGRAM BENEFITS

- Quarterly Pinnacle Rewards
- Dealer Locator
- Online Training - eCooper University

## COMMITMENT

- Minimum 200 Units Annually\*
- No Opening Order Requirement
- 75/25 Rule - 75% of units from primary distributor, 25% of units from secondary distributor

## PAYOUT

### 2024 PROGRAM UNITS

Payout Level	Minimum Cooper/Goodyear units per quarter	TOTAL Units per quarter	Roadmaster payout per unit	Goodyear/Cooper TBR
SILVER	16	50-100	\$3	\$5
GOLD	24	101-200	\$4	\$7.50
DIAMOND	48	201+	\$5	\$10
COOPER PLUS	100+	*\$500 Bonus earned when 100+ Goodyear/Cooper Units purchased per quarter! Maximum of one \$500 Bonus payout per quarter.		

#### Premium Tires:

Cooper Pro Series LHS  
Cooper Pro Series LHD  
Cooper Pro Series LHT

Cooper Work Series RHA  
Cooper Work Series AWD  
Cooper Work Series RHD  
Cooper Work Series RHT

Cooper Severe Series MSA  
Cooper Severe Series WBA  
Cooper Severe Series MSD

\*with minimum Qualifying Goodyear/Cooper TBR purchases

