



2024 Firestone AG

PROGRAM BENEFITS

- Appear On Dealer Locator
- Direct Payment Check to Dealer
- Signage Program
- Firestone University Training Program
- Exclusive Network Rebates



REQUIREMENTS

- Ability to Provide Field Service

PAYOUT

The volume bonus payment will be the total Firestone brand of Agricultural & Forestry tire purchases through your designated Certified Direct Distributor during the program period multiplied by the bonus payment percentage set forth in the following schedule. Purchases in 2023 will qualify CADs for the below tiers and corresponding bonus payment percentage.

Continuing in 2024, a growth component has been added to the Volume Bonus program. CADs that achieve 105%+ of prior year performance will receive the growth benefit as a percentage of sales revenue.

VOLUME	
CAD TIER LEVEL	BONUS PAYMENT %
CAD Gold > \$175,000	3%
CAD Silver \$85,000 - \$174,999	2%
CAD Bronze \$40,000 - \$84,999	1%

GROWTH	
CAD GROWTH LEVEL	GROWTH PAYMENT %
110%+	1.5%
105% - 109%	.5%
<105%	-

