



CERTIFIED FARM TIRE DEALER



The Certified Firestone Farm Tire Dealer network is designed to be the foundation to help you grow. Firestone provides the products and tools to help you deliver the most predictable and positive experience to the customer, and you get the support benefits that help you succeed.

Commitment:

- Maintain majority stocking levels of full product line-up of Firestone brand agricultural tires as applicable to you market. Inventory level should be at a level to provide producers with the Firestone brand products on a timely basis. Your District Sales Manager will assist you in setting your required inventory levels
- Use of Firestone Farm Tire brand building signage (illuminated or metal)
 - Building should be identified with Firestone Farm Tire brand signage (illuminated or metal)
- Service trucks adequately outfitted to handle on-the-farm and in-field service calls
- Employ Firestone University-trained people
- Honor all the Bridgestone Americas Agricultural Group (BAAG) product warranties
- Participate and support BAAG promotional programs
 - Display marketing materials
 - Host Farmer Appreciation Days and/or Farmer Education meetings
 - Participate in regional farm/trade shows
- Establish and maintain relationships with local farm implement dealers
- Represent the Firestone brand in the best interest of BAAG*

Benefits:

- Provide product purchasing advantage through your Certified Direct Dealer
- Offer a dealer loyalty program – Milestone Ag
- Training programs including Firestone University
- Authority to sell and distribute the full line of Firestone brand agricultural tires
- Provide vehicle identification packages for service trucks
- Provide building signage (illuminated and metal signs) of the Firestone Farm Tire brand
- Provide retail marketing programs to pull customers and prospects into retail locations
- List dealer location on firestoneag.com dealer locator
- Provide access to online dealer support site (dealer information, advertising materials, etc.) at firestoneag.com
- Technical support
- Provide marketing materials (POP kits, brochures, banners, etc.) to Certified Dealer base

* Bridgestone Americas Agricultural Group (BAAG) reserves the right to revoke Certified Associate Dealer status at any time. BAAG also reserves the right to modify or terminate this program without notice at any time, without any liability.

