



2024

Program Benefits

- 2.7% Monthly Marketing Credit passed on by K&M Tire.
- Quarterly Incentive Program for **all G3X Dealers** paid directly by Goodyear.
- Goodyear Rewards Plus (Spiff program)
- Credit Card
- Partner Program Discounts
- Outdoor Signage Program
- Consumer Rebates
- Delivery Opportunities
- Program website
- Dealer Locator

Commitment

- Minimum 1,500 units annually
- Honor the Goodyear credit card
- Honor National Accounts
- Participate in Advertising Program
- Participate in Network Nationwide Warranty Program
- Offer and Accept Goodyear Credit Card
- Minimum of one ASE certified technician
- Must have at least one GYRewardsPlus.com Tire Expert

Payout

- Marketing Fund is issued as a credit to K&M Tire and passed through on your monthly statement
- Quarterly Incentives are paid via check directly from Goodyear
- Point-of-Sale incentive paid via check directly from Goodyear

*Marketing fund credit excludes discontinued items, price matching, national accounts, purchase re-sales and container loads.

TSN is **only available to **G3X Dealers** on the program for at least 12 months.

