



Program Benefits

- Dealer Locator
- Tier Up Program*
- Rewards Plus Spiff Program
- Welcome Kit
- National Promotions / Rebates
- Installer Program
- POS Material
- Goodyear Credit Card
- Dedicated Marketing Site



Commitment

- 600 Units Annually/150 Per Quarter - Goodyear, Kelly or Dunlop Brands

Payout

	QUARTER			
	Tier 1	Tier 2	Tier 3	Tier 4
Net Shipment Per Location	150-249	250-399	400-699	700+
Goodyear Target Line \$/Tire	\$7	\$9	\$11	\$13
Goodyear Mid-Target Line \$/Tire	\$5	\$6	\$7	\$8
Dunlop & Kelly Brand \$/Tire	\$3	\$4	\$5	\$6
All Other Goodyear \$/Tire	\$2	\$3	\$4	\$5

EARNED GROWTH INCENTIVE:

	ANNUAL		
	Maintain	EGI 1	EGI 2
Net Shipment Per Location	0% - 2.99%	3% - 4.99%	5%+
Goodyear Target & Mid Target Line \$/Tire	\$2	\$3	\$4

Goodyear Target Lines:

- Commuter Touring: Assurance MaxLife, WeatherReady, ComfortDrive
- All-Terrain: Wrangler AT Adv Kevlar, DuraTrac, Steadfast HT, DuraTrac RT, Boulder MT
- High Performance: Eagle F1 Asym 3 Family (ROF, SUV & SCT), Exhilarate, Touring, Sport A/S Family (ROF & SCT)
- Winter: Winter Command Ultra

Goodyear Mid-Target Lines:

- Commuter Touring: Assurance All-Season, Finesse
- All-Terrain: Wrangler SR-A, Fortitude HT, Fortitude C-Type, Workhorse AT, Workhorse HT, Workhorse C-Type, Territory Family

All Other Lines Include: Goodyear lines NOT listed as either a Target or Mid-Target line

Police Rated Pursuit Tires: All Police Rated Pursuit tires are excluded from this incentive program but do count for Rate

Endurance Trailer Tire: NOT included in either Rate or Payment

