

ADVANTAGE

YOKOHAMA ASSOCIATE DEALER PROGRAM

Program Benefits


- Quarterly Cash Rewards
- Travel Rewards
- Marketing Funds (2% for achieving Tier 2, 3% for Tiers 3 and 4)
- Program Website
- Point-of-Sale Kit
- Showroom Display
- Signage
- Online Training
- Credit Card
- Partners Program


Commitment

- Minimum 125 units quarterly/500 units annual
- 24 Unit opening order

Payout

- Quarterly Incentives are paid via check directly from Yokohama

| | | TIER 1 | TIER 2 | TIER 3 | TIER 4 |
|---|---|---------|---------|---------|--------|
|  | Quarterly Bonus Purchase Requirement (Units)¹ | 125-249 | 250-437 | 438-624 | 625+ |
| | Quarterly Bonus Payout (per eligible tire)² | 3% | 4% | 5% | 6% |

| | | TIER 1 | TIER 2 | TIER 3 | TIER 4 |
|---|---|---------|-------------|-------------|---------|
|  | Annual Level Rewards Requirement (Units) | 500-999 | 1,000-1,749 | 1,750-2,499 | 2,500+ |
| | Travel Voucher Value | \$750 | \$1,000 | \$1,300 | \$1,500 |

