



2024

ADVANTAGE

YOKOHAMA ASSOCIATE DEALER PROGRAM

PROGRAM BENEFITS


- Marketing Funds
- Outdoor Signage
- Showroom Display
- Partners Program
- Opening Kits
- 80/20 Secondary Supply

COMMITMENT

- Minimum 60 units quarterly/
240 units annual
- 24 Unit opening order
- At least one person per dealer
location must complete EXCEED®


QUARTERLY CASH REWARDS

With ADVANTAGE you can earn lucrative payouts, including cash bonuses up to 7% on **ALL** current Yokohama consumer treads...and more!

QUARTERLY CASH REWARDS		TIER +	TIER 1	TIER 2	TIER 3	TIER 4
 <p>Quarterly Bonus Purchase Requirements (Units)*</p> <p>Quarterly Bonus Payouts (per eligible tire)*</p> <p>Translating % to \$ Amount Per unit dollar equivalents are based on an average unit purchase price of \$160.</p>		60-99	100-249	250-437	438-624	625+
		3%	4%	5%	6%	7%
		\$4.80	\$6.40	\$8.00	\$9.60	\$11.20

ANNUAL TRAVEL REWARDS

Yokohama's travel rewards give you the flexibility to go where you want, when you want with travel vouchers up to \$750.

ANNUAL TRAVEL REWARDS		TIER +	TIER 1	TIER 2	TIER 3	TIER 4
	Annual Level Rewards Requirement (Units)	240-399	400-999	1,000-1,749	1,750-2,499	2,500+
	Travel Voucher Value	—	\$375	\$500	\$650	\$750

- Quarterly Incentives are paid via check directly from Yokohama

