



PROGRAM BENEFITS

- Quarterly RBS
- Annual Volume Bonus
- Pro-Cert On-line Training
- Dealer Locator
- Premium Tire Ownership

COMMITMENT

- 300 Units (BS, FS, FZ count towards attainment)
- Area Marketing Approval
- Good Retail Location Images

RETAIL BRAND SUPPORT

- 75 Unit Goal Per Quarter* (All Brand Units count towards goal)
- Pays on Tire Line* Net Purchases
- Retro One Time End of Year

* Multi Store Locations have additional goal
 * Multi Store Locations add 50 units per location.

VOLUME BONUS

- 600 Units Annual* (All brand units count toward goal)
- Payout - \$1 (MB Net Purchases Only)

* Multi Store Locations have additional goal
 * Multi Store Locations add 200 units per location.



\$4
/ tire

Bridgestone Alenza
 Bridgestone Dueler
 Bridgestone Duravis
 Bridgestone Potenza
 Bridgestone Turanza



\$3
/ tire

Bridgestone Blizzak
 Bridgestone DriveGuard
 Bridgestone Ecopia
 Firestone Destination
 Firestone Transforce
 Firestone WeatherGrip



\$2
/ tire

Firestone Champion FF
 Firestone Firehawk
 Firestone Winterforce



\$1
/ tire

All Other Bridgestone
 All Other Firestone

