

# SPRING 2015

Benson Consumer Booking Program

**GOODYEAR**

 **DUNLOP**<sup>®</sup>  
**TIRES**

**KELLY**  **TIRES**<sup>™</sup>

**Benson**

# SPRING 2015

## Benson Consumer Booking Program

### General Policy

#### Dealer Programs

The programs in this Sales Program Guide are in effect for February 1<sup>st</sup> – February 27<sup>th</sup> of 2015 and apply to G3X dealers under a non-exclusive Dealer Agreement that buy direct from the Benson Group.

**All orders to be received no later than February 27<sup>th</sup> & shipped by March 31<sup>st</sup>, 2015 to qualify.**

#### G3 Brand Definition

All references to G3 Brands throughout this guide include only the following G3 consumer brands as defined: Goodyear, Dunlop and Kelly.

#### Booking Incentives

Category	Product Line	Booking Discount
<b>Commuter Touring</b>	Assurance ComforTred Touring & ComforTred	<b>3%</b>
	Assurance TripleTred AS & CS TripleTred AS	
	Assurance Fuel Max & CS Fuel Max	
	Assurance All-Season	
<b>Performance</b>	Eagle F1 Family Product	<b>3%</b>
	Eagle Sports A/S	
<b>All Terrain</b>	Wrangler At Adventure (Excludes LT sizes)	<b>3%</b>
	Wrangler AT/S	
	Wrangler RT/S	
	Wrangler Radial	
<b>Kelly</b>	All in stock	<b>3%</b>

- Aggressive Spring 2015 Specials
- Goodyear 1st Quarter G3X Incentive Program



Disclaimer: These program guidelines or any part of them can be changed, modified or cancelled at any time at Benson's discretion with or without advanced notice.

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### G3X Dealer Management Billing Terms

#### Purpose

To provide billing terms for G3Xpress Dealers for purchases made during 2015.

#### Application

Dealers will receive the following payment terms on consumer products.

#### Payment Terms

Based on calendar month shipping period.

#### Booking

##### 1 - 99 Tires

2%, 10th - 2nd month, net 30

##### 100 - 199 Tires

2%, 10th - 2nd month, net 60

##### 200 or more tires

2%, 10th - 3rd month, net 90



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