

# 2015-16

## Benson Winter Booking Program

# *G<sup>3</sup>XPRESS*

*Distribution*

**GOOD**  **YEAR**

 **DUNLOP**<sup>®</sup>  
**TIRES**

**KELLY**  **TIRES**<sup>™</sup>

**Benson**  
**TIRE**

# 2015-16

## Benson Winter Booking Program

### Early Order Period: April to May 1<sup>st</sup>, 2015

#### Background

Announcing the 2015 Winter Tire Program for Goodyear and Dunlop Brand Winter Tires. All of our winter lines are included in this program with an additional enhanced **Early Order Incentive** available on specific lines.

Winter tire orders placed between April through May 1st, 2015 are eligible to earn an Early Order Incentive and Extended Terms for a minimum of 100 unit order of eligible winter tires for the common-owner. Base price in effect for early winter orders.

#### Early Order Incentive (EOI)

Additional 5.0% Enhanced EOI on the Goodyear Ultra Grip Winter, Dunlop Winter Maxx and the Dunlop Winter Maxx SJ8.  
Additional 2.5% Enhanced EOI on all other Goodyear and Dunlop Winter Tires.

Early Order Quantity	Early Order Incentive*	Terms
50-99	0%	2% October 10th
100-199	2%	2% October 10th
200-399	3%	2% 1/2 October 10th, 1/2 November 10th
400-499	4%	2% 1/2 November 10th, 1/2 December 10th
500+	5%	2% 1/2 November 10th, 1/2 December 10th
<ul style="list-style-type: none"> <li>Goodyear Ultra Grip Winter</li> <li>Dunlop Winter Maxx</li> <li>Dunlop Winter Maxx SJ8</li> </ul>	<b>Additional 5%</b>	
<ul style="list-style-type: none"> <li>All other Goodyear and Dunlop Winter Tires</li> </ul>	<b>Additional 2.5%</b>	



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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The attached order form calculates the above Early Order Incentive into an equivalent Firm Marketing Net price for eligible winter tires. At the end of the early order period, orders will be tabulated by customer and re-priced based on order quantity. Orders may be placed via E-Mail, Fax or via Telemarketing.

**Do not place booking order on TireWeb.**

### Promotional Program

In addition, the following will apply:

Annual Volume Allowance

Applicable Consumer CO-OP

### Early Order Payment Terms

For a dealer to be eligible to participate in the 2015-2016 Winter Tire Program, their account must be in good credit standing. If a dealer does not make payments within the established terms of the sale, participation in future extended terms programs will be affected. Discontinued winter tires are excluded.

G3Xpress Tire Dealers early order winter booking terms will be 2% **October 10<sup>th</sup>, 2015** for all orders up to 199 units, 2% **October 10<sup>th</sup> / November 10<sup>th</sup>, 2015** for eligible winter tire orders between 200 and 499 units. Eligible orders of 500 units or more will be 2% **November 10<sup>th</sup> / December 10<sup>th</sup>, 2015**. Direct orders shipped after September 30, 2015 will receive standard terms.

### Marketing Support

Select winter tires will be eligible for Spiffs and Value Added Incentives/Rebates during selected Goodyear NPP events, details to be announced with fall promotions.

### Shipping Period

Shipments will begin July 1, 2015 through September 30, 2015. Customer request ship dates will be targeted, however adjustments to these dates will be at Benson's discretion.

### Fill-in orders

All Fill-in orders will be available through January 15, 2016 at earned dealer discount based on availability of product. Fill-in orders are subject to base price and / or current winter pricing in effect at time of fill in order. Any announced price increases will apply to new orders.

### Returns Policy

Any Dealer who places an early booking winter tire order before May 1st, 2015 will be eligible for a one for one return.

**One for one returns are capped at a maximum 20% of original booking. Any quantity beyond this may be subject to additional handling charge or refusal. All returns will be subject to audit of winter tire purchases & must be approved.**

Discontinued or overage winter tires, are excluded from returns. Tires must be in a good, clean, resalable condition to qualify for returns. Freight charges for returns will be prepaid at the dealer's expense.

Original invoices must be paid in full by the appointed terms and the Dealer's account must be current.

Returns must be submitted, approved and completed between Jan 15th - Feb 15th 2016; the Field Sales Team will verify the return request and assist with coordinating the return approvals.

Returned product will be credited at the dealers last known booking purchase price.

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