

# SPRING 2016

Benson Consumer Booking Program

**GOODYEAR**

 **DUNLOP**<sup>®</sup>  
**TIRES**

**KELLY**  **TIRES**<sup>™</sup>

**Benson**

# GENERAL POLICY

## Dealer Programs

The programs in this Sales Program Guide are in effect for February 1<sup>st</sup> – February 29<sup>th</sup> of 2016 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 29<sup>th</sup> & shipped by March 31<sup>st</sup>, 2016 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	

- Minimum 50 tire bookings to receive discount. Extended terms for larger quantities as per below.
- Goodyear 1st Quarter G3X Incentive Program

## G3X DEALER MANAGEMENT BILLING TERMS

### Purpose

To provide billing terms for G3Xpress Dealers for purchases made during 2016.

### Application

Dealers will receive the following payment terms on consumer products.

### Payment Terms

Based on calendar month shipping period.

#### 50 - 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

