



2017 – 2018 Winter Booking Program

Important Program Dates:

Early Order Period: June 1st thru June 30th, 2017

Background:

Announcing the 2017 Winter Tire Program for Goodyear and Dunlop Brand Winter Tires. The Dunlop Winter Maxx SJ8 will still be replacing the Grandtrek SJ6 over the next year. Some sizes of the Grandtrek SJ6 will remain available for this year.

Winter tire orders placed from **June 1st thru June 30th, 2017** 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. **Please note this year's program is on all Goodyear & Dunlop winter products.**

Early Order Incentive (EOI):

Early Order Quantity	Early Order Incentive*	Terms
100 – 150	4%	2% October 10th
151 – 250	5%	2% ½ October 10th, ½ November 10th
250 +	6%	2% ½ November 10 th , ½ December 10th

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 local Benson BDR. **Do not place booking order on TireWeb.**

Promotional Program:

In addition, the following will apply:
Annual Brand & Volume Allowance
Applicable Consumer CO-OP

Early Order Payment Terms:

For a dealer to be eligible to participate in the **2016-2017** Winter Tire Program, their account must be current and 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 10th, 2017** for all orders up to 199 units, 2% **October 10th / November 10th, 2017** for eligible winter tire orders between 200 and 299 units. Eligible orders of 300 units or more will be 2% **November 10th / December 10th, 2017**. Direct orders shipped after September 30, 2017 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 by Goodyear with fall promotions.

Shipping Period:

Shipments will begin July 1, 2017 through September 30, 2017. 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 December 31st, 2017 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 June 30th, 2017 will be eligible to return up to 15% of the original booking order on a one for one return basis subject to approval by Benson Tire.

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 January 30th and February 28th, 2018; 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 purchase price.

These sales programs can be changed, modified or canceled at any time at Benson's discretion, with or without advance notice.

