

SPRING 2018

Benson Consumer Booking Program

GOODYEAR

 **DUNLOP**[®]
TIRES

KELLY  TIRES[™]

Benson

GENERAL POLICY

Dealer Programs

The programs in this Sales Program Guide are in effect for January 27th – March 15th of 2018 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 March 15th & shipped by April 15th, 2018 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
Commuter Touring	Assurance Comfortred Touring & Comfortred	3%
	Assurance All-Season	
	Assurance Fuel Max, CS Fuel Max & Weatherready	
	Kelly - "ALL TIRES IN INVENTORY"	
Performance	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 2018.

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

