



Benson

SUMMARY

TIRES WITH SERVICE
DEALER PROGRAM



**YOUR COMPLETE TIRE DISTRIBUTION
BUSINESS SOLUTION**



TIRES WITH SERVICE

MARKETING PROGRAM | Discount structure

- Discounts listed applicable to the following Consumer brands only
 - Goodyear
 - Dunlop
 - Kelly
 - Yokohama
 - Pirelli
 - Hankook
 - Sailun
- Discounts in effect from date of entry into program
- Subject to quarterly volume tracking review
- Discounts based on Dealer Base Price or MSRP in effect at time of order



TIRES WITH SERVICE

MARKETING PROGRAM | Volume Allowance

- Establishing Volume Allowance
- \$50,000 minimum net tire purchases to qualify
- Benson Approved Tire Lines
- Allowance based on net consumer tire and parts purchases
 - Net of returns
 - Combined total establishes volume rebate % providing \$25,000 minimum net tire purchase criteria is met
 - Volume allowance paid on net tire volume only
- Sales of Goodyear to the following account for volume rate only
 - National accounts
 - Fleet accounts
 - Provincial/local
 - Federal government
 - Car dealer

Discounts listed applicable to the following brands only

- Goodyear
- Dunlop
- Kelly
- Yokohama
- Pirelli
- Hankook
- Sailun
- Consumer brands only



TIRES WITH SERVICE

MARKETING PROGRAM | Discount structure continued

On-Invoice		Total
Goodyear	Dlr. Base	-10%
Dunlop, Kelly	Dlr. Base	-8%
Sailun	MSRP.	-27%
Yokohama	MSRP.	-39%
Pirelli	MSRP.	-43%
Hankook	MSRP.	-52%

Details

- Subject to Current Dealer Base or MSRP Price in effect at time of order
- Winter tires subject to seasonal competitive pricing demands
- Price list subject to change



TIRES WITH SERVICE

MARKETING PROGRAM | Volume Allowance

VOLUME FOR RATE (Net Tire & Parts Shipment Dollars) (\$25,000 net tire purchase minimum)	VOLUME ALLOWANCE
\$50,000 - \$74,999	G, D, K, Y, P, H, S 1%
\$75,000 - \$ 99,999	G, D, K, Y, P, H, S 1.5%
\$100,000 +	G, D, K, Y, P, H, S 2%



TIRES WITH SERVICE

MARKETING PROGRAM | Co-op Allowance

- \$25,000 minimum to qualify
- Based on consumer tire net purchases
- Preceding calendar year accrual to be paid on the following year claims
- Sales of Goodyear to the following account for volume rate only
 - National accounts
 - Fleet accounts
 - Provincial/local
 - Federal government
 - Car dealer
- Tire returns, and adjustments will reduce volume for rate
- Account must be current in order to receive co-op allowance rebate



TIRES WITH SERVICE

MARKETING PROGRAM | Co-op Allowance

VOLUME (Net Purchase Dollars)	CO-OP ALLOWANCE
\$25,000 - \$49,999	G, D, Y, H, P 1%
\$50,000 - \$74,999	G, D, Y, H, P 1.5%
\$75,000 +	G, D, only 2%

Accrued & reported at year end for the following year redemption.



TIRES WITH SERVICE

PROGRAM HIGHLIGHTS

- **Competitive Marketing Program**
- **Volume and growth incentives**
 - On invoice discounts
 - (Dealer base price less) – Goodyear -10%, Dunlop -8%, Kelly -8%
 - (MSRP less) Yokohama -39%, Sailun -27%, Pirelli -43%, Hankook -52%,
 - Combined Tire / Parts Volume allowance of up to 2% on listed consumer tire brand net purchases (Minimum \$25,000 net tires of combined \$50,000 net purchases total)
- **Booking terms available**
 - Booking, 100-199 units 2% 10th 60 **or** 200 units or more 2% 10th 90
- **Competitive Standard Terms**
 - Standard, 1-99 units, 2% 10th 30



TIRES WITH SERVICE

PROGRAM HIGHLIGHTS

- **Co-op Program**
 - Goodyear & Dunlop up to 2%
 - Yokohama, Hankook & Pirelli up to 1.5% purchases
 - Paid at 50/50
- **Competitive delivery services suited to fit your business needs**
- **Return Policy**
 - 2x yearly up to 5% of previous year purchases
 - Prior approval required
 - Winter return program subject to booking guidelines
 - ** Snowtrakker excluded



TIRES WITH SERVICE

PROGRAM REQUIREMENTS

- \$25,000 minimum annual tire purchases.
- Purchases required to be 30% over Tire Web.
- Participation in all Benson supported promotional events.
- Actively participate in training.
- Promote and attempt to grow the tire segment of your business.
- Maintain equipment standard to support today's tire industry.
- Account must remain current.



TIRES WITH SERVICE

Thank-You