



**Benson**

**TIRES WITH SERVICE**  
**DEALER PROGRAM**



**YOUR COMPLETE TIRE DISTRIBUTION  
BUSINESS SOLUTION**



## **TIRES WITH SERVICE**

### **INVENTORY MANAGEMENT | Product Selection**

- Order from one of Canada's largest independent tire dealers with an inventory of more than 50,000 units.
- Consumer, Commercial, OTR, Farm and Industrial products available to order.
- Distribution is managed through one main warehouse located in Cornwall, 2 secondary warehouses in Hamilton and Barrie and multiple hubs across Ontario and Western Quebec.



## **TIRES WITH SERVICE**

### **INVENTORY MANAGEMENT | Delivery Service**

- Benson Tire will provide you with daily delivery service from it's main warehouse.
- Order your product before 4 PM Monday to Friday and receive your tires the next morning.
- Saturday delivery will vary by region. Contact regional sales representatives for details.



## **TIRES WITH SERVICE**

### **INVENTORY MANAGEMENT | Delivery Service Continued**

- No minimum quantity required.
- Stocking orders over 20 tires require special delivery arrangements.
- Booking orders will be offered seasonally.



## **TIRES WITH SERVICE**

### **INVENTORY MANAGEMENT | Return Policy**

- Two times annually
- Annual return of current & clean product up to 5% of your previous annual purchases
  - One for one exchange basis on winter tires subject to winter booking program guidelines
- Returns require prior authorization from Benson
- All returns are to be prepaid at dealers expense



## **TIRES WITH SERVICE**

### **ORDERING SYSTEM | Available methods**

- Benson Tire offers you multiple methods for ordering your daily, stocking and booking product requirements
  - Good - By Phone
  - Better - By Fax
  - Best - On Line



## **TIRES WITH SERVICE**

### **ORDERING SYSTEM | 1-866-756-TIRE (8473)**

- Benson Tire has a dedicated Telemarketing department serviced by 5 highly trained professionals waiting to assist you.
  - Monday to Friday - 8:00 AM to 5:00 PM
  - Saturday - 8:00 AM to noon



**TIRES WITH SERVICE**

## ORDERING SYSTEM | By Fax

- Order by Fax! 1-613-933-6333
  - Larger booking orders may be e-mailed [kbenson@bensontire.com](mailto:kbenson@bensontire.com)
  - Orders with special delivery schedules (may be required by fax only)

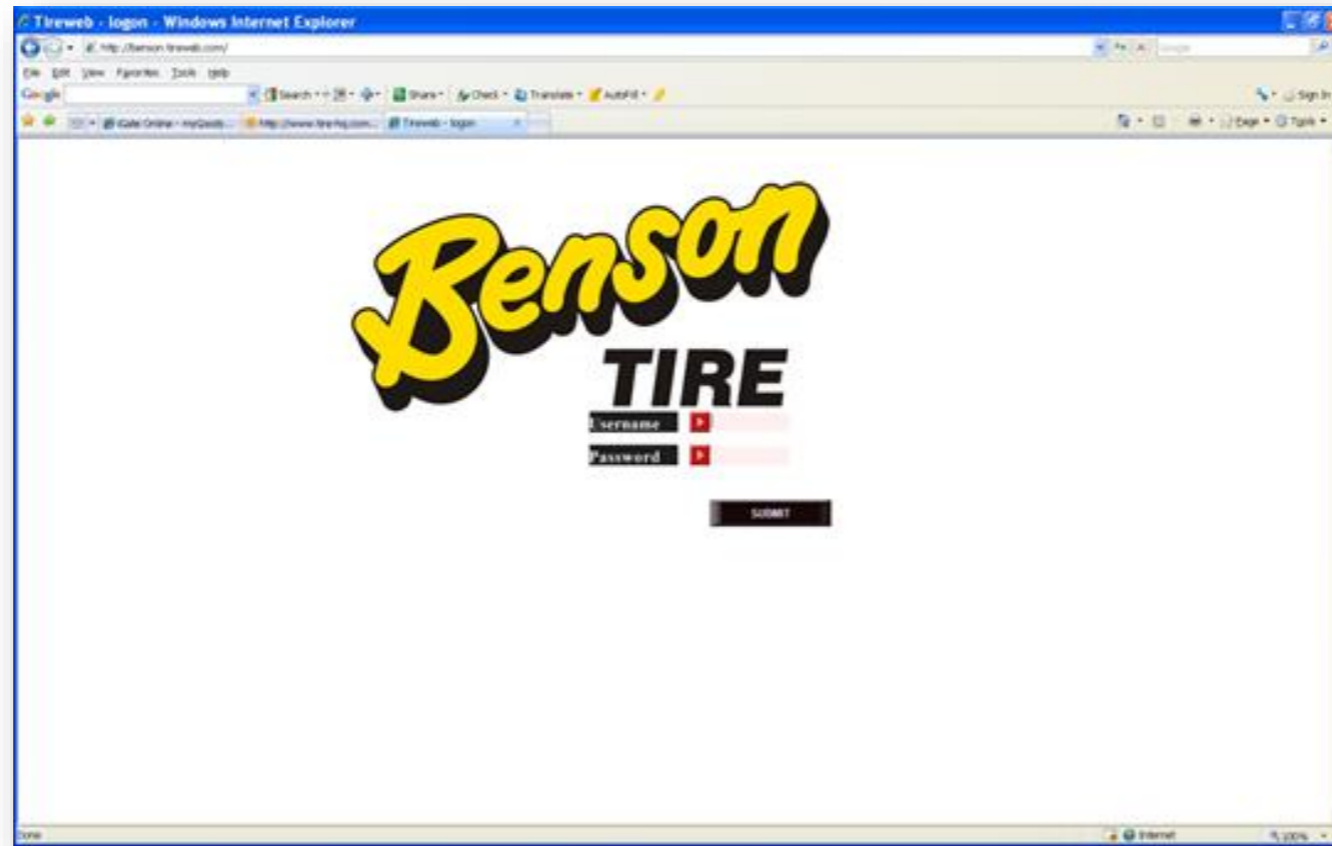


## **TIRES WITH SERVICE**

### **ORDERING SYSTEM | On-Line / Log In**

- TireWeb On-Line ordering system
  - Password protected for security and peace of mind
- Benson representative available to support you
  - Access assistance
  - Usage training

### ORDERING SYSTEM | On-Line / Log In / DEMO





## **TIRES WITH SERVICE**

### **FIELD SUPPORT | Sales Representatives**

- Ongoing support from your Benson Representative
  - Administrative
  - Accounting issues
  - Advertising
  - Merchandising support



## **TIRES WITH SERVICE**

### **MERCHANDISING AND IDENTIFICATION | In Store Merchandising**

- Inquire with your Benson Representative
  - Goodyear promotional events
  - Yokohama, Pirelli, Hankook or Sailun promotional materials.
  - Additional tire display merchandise available from your
    - Benson representative
    - Benson order desk



## **TIRES WITH SERVICE**

### **ADVERTISING AND PROMOTIONS | Co-op Program**

- Co-op fund accrued for Goodyear and Dunlop purchases up to 2%
- Yokohama, Hankook and Pirelli purchases up to 1.5%
- Sailun and Kelly purchases are not available for co-op
- Co-op funds are redeemable at 50/50
  - Based on Benson co-op policy in place
- Accrual period is based on calendar year for following year redemption
  - All approved expenditures must be claimed by the end of December of the following year
- Accrued amount will be identified by February following the accrual year
- Pre-approval is required for all advertising



# **TIRES WITH SERVICE**

## **MARKETING PROGRAM | Co-op Allowance**

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

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



## **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**

### **TRAINING PROGRAMS**

- Wide variety of training programs available
  - Instructor lead
  - on-line
- Sales program training
  - Brand specific
  - Generic
- Other training
  - Business management
  - Mechanical training



## **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

### **MARKETING PROGRAM | Discount structure continued**

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

#### **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

### 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 | Volume Allowance**

- From date of registration
- 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
- Parts volume is based on net purchases
  - Excluding low gross items such as oils, antifreeze, & dealer pick ups
- Account must remain current in order to receive rebate



# **TIRES WITH SERVICE**

## **MARKETING PROGRAM | Volume Allowance**

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

### **MARKETING PROGRAM | Purchasing Terms**

<b>Purchase level</b>	<b>Quantity Units</b>	<b>Payment Terms</b>
<b>Standard</b>	<b>1 - 99</b>	<b>2% 10<sup>th</sup> 30</b>
<b>Booking</b>	<b>100 Or More</b>	<b>2% 10<sup>th</sup> 60</b>
<b>Booking</b>	<b>200 Or More</b>	<b>2% 10<sup>th</sup> 90</b>

#### **Details**

- All payments are due by the 10<sup>th</sup> of the month.
- No grace periods permitted.
- All credits are subject to a cash discount reversal.



## **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% 10<sup>th</sup> 60 **or** 200 units or more 2% 10<sup>th</sup> 90
- **Competitive Standard Terms**
  - Standard, 1-99 units, 2% 10<sup>th</sup> 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**