



FANATICDEALER.COM



MARKETING POINTS PROGRAM

FANATIC Marketing Points are earned each quarter in addition to Cash Rewards. Marketing Points are awarded based on a Dealer's level of achievement for the quarter. Here are just a few of the many items that can be purchased using Fanatic Marketing Points.

FAN-LIMITED* 30 UNITS	FAN-LITE 60 UNITS	FAN 125 UNITS	FAN+ 250 UNITS	FANATIC 400 UNITS	FANATIC PRO 600 UNITS
N/A	1,000PTS	2,000PTS	3,000PTS	6,000PTS	6,000PTS

Dealers defined as shippers do not accumulate Marketing Points.



ACCELERATE YOUR PROFITABILITY

Program benefits subject to restrictions. Contact Fanatic@FalkenTire.com for additional inquiries or questions. Restrictions apply. *Fan-Limited level does not accumulate marketing points. Marketing points have no monetary value, cannot be exchanged for cash or combined with other incentives and are non-transferable. Points are subject to expiration if not redeemed within twelve months (4 quarters) of earning. Falken Tire Corporation reserves the right to modify, alter or change any of the program terms and conditions at its sole discretion, with or without notice to its dealers are associate dealers.

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PAYOUT STRUCTURE

Partner with the fastest growing associate dealer program in the industry! Earn \$\$\$ based solely on units purchased—you choose the marketing lines that best fit your needs. Dealers can earn cash for purchasing as few as 30 units per quarter and enjoy higher payouts based on six levels of performance, including The FANATIC PRO level that allows you to earn huge rewards of up to \$10.50 per tire!

FALKEN TIRES PAYOUT LEVEL	FAN-LIMITED* 30 UNITS	FAN-LITE 60 UNITS	FAN 125 UNITS	FAN+ 250 UNITS	FANATIC 400 UNITS	FANATIC PRO 600 UNITS
\$ REWARD PER UNIT	\$2	\$3	\$4	\$5	\$6	\$7.50
PREMIUM LINE BONUS	\$2	\$2	\$2	\$2	\$2	\$2
FALKEN TV PAYOUT	\$1	\$1	\$1	\$1	\$1	\$1
EARN UP TO	\$5	\$6	\$7	\$8	\$9	\$10.50

Earn More with the Falken Premium Line Bonus

Earn additional \$2 per unit on select Aklimate, Azenis and Wildpeak Tires! Bonus earned on payable tires when level attained. Qualifying Premium Lines: Aklimate, Azenis FK460 A/S, Azenis FK510, Wildpeak A/T4W, Wildpeak A/T3W, Wildpeak A/T Trail, Wildpeak H/T02, Wildpeak M/T and Wildpeak R/T. Dealers defined as Shippers do not qualify for Premium Line Bonus.

Annual Catch-Up

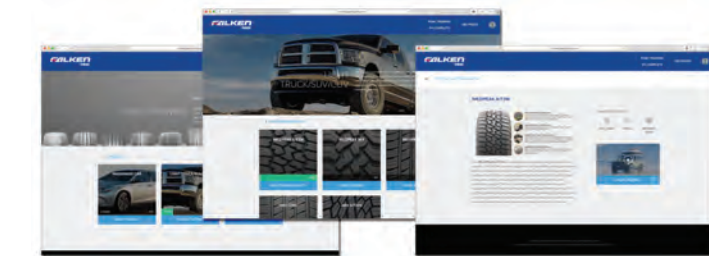
The payout for each quarter will stand on its own. However, if at the end of the year the total quantity purchased reaches a higher payout level than that of an individual quarter, a supplemental payout at the higher level will be paid. Marketing Points do not catch-up.

ADDITIONAL INCENTIVES

SPIFF Program

Accelerate your profitability with the Falken Spiff Sales Associate Incentive Program. Take advantage of Spiff Rewards of up to \$5 per tire. Earning is easy and your rewards are added on a reloadable Visa card. Check out Falkenspiff.com to learn more and to register today!

Restrictions Apply: Shippers do not qualify for Fanatic Standard Cash Rewards, Promotions or Sales Spiffs. Transactions that do not include installation at the associate retail location are not eligible.



PEAK Training

Learn more about the entire Falken product lineup so you can sell with confidence. Receive **FREE** Falken gear once you complete the training modules.

Visit falkenpeaktraining.com to learn more.

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CHOOSE FROM THE FOLLOWING LINES:



Rewards Vary Depending on Dealer Type

Installer

Dealer with a brick and mortar location in which 75% of their tire business is sales, installation and service of tires to consumers on the premises. Dealer must be able to provide documentation of a "brick and mortar" tire sales with installation on the premises if requested. **Installers qualify for all listed rewards.**

Shipper

Dealer identified as a seller on 3rd party Marketplaces or national retail websites by SRNA. Dealer may provide documentation of "brick and mortar" tire sales with installation on the premises to be considered and defined as an Installer. **Shippers do not qualify for Fanatic Standard Cash Rewards and Promotions and will receive cash rewards at a reduced rate of \$1.50 per tire.**

OE replacement sales ineligible for rewards. *Restrictions Apply, see Fanatic Sku List Resource page for more information.

ENTERTAIN, EDUCATE & EARN!

Entertain your customers with a positive waiting room experience, educate your employees with in-depth information about Falken Tires products and the latest news in the automotive world, plus **EARN AN EXTRA \$1 PER TIRE** for every rewarded unit when streaming Falken Digital TV.



Have a question? Get an answer!

✉ fanatic@falkentire.com

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Qualifying Is Simple:

- Install and stream Falken Digital TV a minimum of 250 hours per quarter.
- Qualify for FAN-Limited Level by purchasing a minimum of 30 units per qtr.
- Open to both new and existing Fanatic Dealers. Fanatics already streaming Falken Digital TV may already qualify.

Call 909-694-3126 or email: falkendigitaltv@falkentire.com to get started!

