

2024 COMMERCIAL G3XPRESS INCENTIVE PROGRAM **UNPUBLISHED**

24-071 | | JANUARY 1, 2024 - MARCH 31, 2024



PROGRAM OBJECTIVE

To drive sales and growth of Goodyear products, commercial dealers that are classified as an Aligned G3X Dealer or Base G3X Dealer (See Policy 2024-83 - U.S. Commercial G3X Dealer Classification Program Guidelines) ("Eligible Dealers") are eligible to earn an incentive based on their attainment of net shipment objectives for Goodyear, Marathon/Workhorse, Cooper, and Roadmaster brand tires during 2024.

PROGRAM RULES

Attainment

- An Eligible Dealer will attain incentives quarterly based on the stated minimum of Goodyear, Marathon/Workhorse, Cooper, and Roadmaster Commercial Medium Radial Truck (MRT) and Unisteel Light Truck (ULT) tire net shipments.
- A net shipment is defined as all shipments LESS secondary supply deliveries, dealer to dealer transfers, tire returns, and adjustments.
- To qualify, Eligible Dealers must meet a quarterly minimum of 200 Commercial net shipments.

Payment

- For Eligible Dealers that attain (reach their minimum objective) such Incentive payout will be quarterly, based only on Goodyear, Marathon/Workhorse, Cooper, and Roadmaster tire **net purchase and net delivery units** (Commercial MRT and ULT tires only).
 - Net purchases, as referred to in this program, are all net shipments LESS deliveries for the account of Goodyear to national accounts, contractors, fleet accounts, state/local and federal government accounts, car dealer accounts and military exchanges.
 - Only tires purchased from an authorized WD for retail sales to end users are eligible for this incentive.
 - Incentive payments will be based on eligible Commercial net purchase and delivered units as recorded in the Goodyear WD POS system for the applicable period.

Annual True-Up Provision

- At the conclusion of 2024, there will be an annual true-up. An Eligible Dealer's full-year volume will be summed and compared to their full year objective (x4 of the quarterly objective tiers, 400-2,000-3,600). Any quarter having earned at a level below or above will be "trued-up" to the annual tier earned by 02/28/2025. This provision can increase or decrease the total earnings, but not to less than \$0.00 based on the Q4 earnings.

Rate of Payment for Attaining Eligible G3Xs

The program incentive is paid based on eligible Goodyear, Marathon/Workhorse, Cooper, and Roadmaster tire **net shipments, broken out by net purchases and deliveries** (Commercial MRT and ULT tires only).

| 2024 Commercial G3X Program | | | | |
|-----------------------------|---------------|----------|----------|------------|
| Breakout by Brand/Position | 200 | 500 | 900 | Deliveries |
| | Net Purchases | | | |
| Goodyear Premium | \$ 7.50 | \$ 10.00 | \$ 12.50 | \$ 5.00 |
| Marathon/Workhorse | \$ 5.00 | \$ 7.50 | \$ 10.00 | \$ 3.75 |
| Cooper | \$ 5.00 | \$ 7.50 | \$ 10.00 | \$ 3.75 |
| Roadmaster | \$ 4.00 | \$ 5.00 | \$ 6.00 | \$- |

ADMINISTRATION

- Payment will be made via ACH, check, or prepaid card. If ACH is preferred, Eligible G3X must register ACH information before payment can be issued. Contact Goodyear CAM or WDS for details on how to register.
 - NO PAYMENT will be issued for incentives of \$25 or less.
- Goodyear or one of its vendors, will make the ACH payment directly to the qualifying Eligible G3Xs account that the G3X registered with or, if payment is made by check or prepaid card, payment will be made to the address on file.
 - For qualifying Eligible G3Xs with multiple locations, one ACH, check, or prepaid card payment will be made to the account or address that the G3X registered with.
 - Allow 6–8 weeks for payment to be processed.
- If Eligible Dealer is past due with Goodyear, any earned monies will be credited to their account balance rather than issuing an ACH or check payment.
- Upon Goodyear’s request, Eligible G3X must provide verification of eligible end user sales by providing point of sale information or other information necessary to establish eligibility for incentive payments under the program.
- Goodyear shall manage this program in accordance with the terms outlined above. All determinations required under this program shall be made by Goodyear in its sole discretion.
- This program ends on December 31, 2024.
- Eligible Dealer cannot be also enrolled in Pinnacle.
- Eligible Dealer must be in compliance with all Goodyear G3x requirements and contractual obligations in order to receive any incentive.

THESE PROGRAMS, THE GUIDELINES OR ANY PART OF THEREOF CAN BE CHANGED, MODIFIED OR CANCELED AT ANY TIME AT GOODYEAR’S SOLE DISCRETION WITH OR WITHOUT ADVANCE NOTICE.

APPROVALS

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