

JOIN US

PIRELLI PERFORMANCE PROGRAM

Elevate the Power of partnership and
let's create high value together

Power is Nothing Without Control



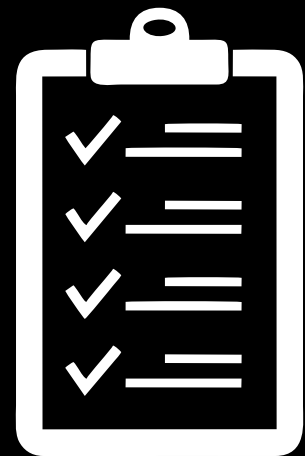
Welcome to the Pirelli Performance Program, an extraordinary opportunity for independent Premium Tire Retailers to transform their businesses and achieve remarkable profit growth.



Becoming a Pirelli Performance Program associate dealer is quick, easy and rewarding. Simply purchase 24 Pirelli tires to start earning money and embark on a journey toward unprecedented success. We are excited for you to join us.

1 CHECK OUT OUR LIST OF REQUIREMENTS

- ✓ Have a retail / brick & mortar storefront
- ✓ Supply pictures of the location(s)
- ✓ Provide dealer distributor selections
- ✓ Meet the opening order requirement of 24 units within the first 30 days
- ✓ Submit a completed enrollment form



Note that all applications are subject to acceptance by Pirelli prior to enrollment



2

REVIEW THE PAYOUT OPPORTUNITIES

All Pirelli passenger car and light truck products are eligible for incentives. Every Pirelli Performance Program associate dealer store has the possibility to receive cash rewards which are based on annual eligible unit purchases, calculated and paid quarterly.

Once approved as a Pirelli Performance Program associate dealer, we reward you from your first tire.

Starter

Opening order within first 30 days from enrollment approval by Pirelli

Opening order per location (units) **24**

Yearly volumes tiers	1	199
Quarter		49
\$/tire Payout	\$2	

"Starter" is only valid during first calendar year

Program Levels & Payout

Min quarter order requirement (units) from 2nd calendar year onward **50**

Min annual order requirements from 2nd calendar year onward **200**

Every quarter stands alone with annual catch-ups

	Level 1		Level 2		Level 3		Level 4		Level 5
Yearly volumes tiers	200	399	400	799	800	1199	1200	1799	=>1800
Quarter	50	99	100	199	200	299	300	449	=>450
\$/tire Payout	\$5		\$8		\$10		\$12		\$15

Max valid units from Secondary Distributor **25%**

Each level makes you eligible for premium and exclusive services and marketing support

LEVEL UP, EARN MORE & GET MORE

Purchase 3,000 or more Pirelli tires a year, and you'll be rewarded with a remarkable trip for two, accompanied by Pirelli management, with all expenses covered.



There are 5 levels within the Pirelli Performance Program.

Upgrade your level within the program by exceeding minimum thresholds. Increased performance means increased Pirelli support, incentive trips, and access to distinctive premium experiences.

Additionally, capitalize on marketing activations connecting you to our exclusive portfolio of events and sponsorships that only Pirelli can provide.

3 HOW TO ENROLL

Scan this QR code or visit our dealer portal pirelliperformanceprogram.com

Also, you can Contact your preferred primary distributor or Pirelli Performance Program representative.



We believe in supporting our valued associate dealers right from the start. Upon submitting your opening order of 24 tires, you'll receive a Pirelli-branded welcome kit.

Each level makes you eligible for a wide range of premium and exclusive sales & marketing services and materials.

Pirelli offers a complete training suite with in-depth education about Pirelli products, and many other business topics to improve your bottom line.

ADDITIONAL INCENTIVES & SERVICES



Welcome Kit



Product & Business Training



"Point of Sale" Materials



External Store Branding



Apparel & Uniforms



Online Dealer Locator



Geo-Marketing Data Sharing



Digital Asset + B2B Online Portal



Click-to-buy



Confidence Plan



Retail Support 360 Degrees



Consumer Rebates / Sell Out Support



Target In-Store Events



Mystery Shopping



Pirelli Experiences



Sponsorship & Hospitality



Be a part of the Pirelli family. The Pirelli Perfect Fit philosophy extends beyond our products and to our partners. Let's focus on high-value creation and performance together.

Pirelli Tire, LLC | 100 Galleria Pkwy | Atlanta, GA 30339 | www.pirelli.com

DISCLAIMER: The details of this program may be changed, modified or canceled by Pirelli Tire LLC without prior notice. Subject to individual dealer terms and conditions. See Area Sales Manager for complete details.





SYNONYMOUS WITH PRESTIGE

We account for 70% of the entire Prestige car parc, a segment growing nearly 10% faster than the overall car parc, year-over-year.



US CONSUMER MINDED

Ever-growing portfolio touts a proven Original Equipment strategy that supports a strong replacement sales cycle.



2 WHEEL PROVIDER

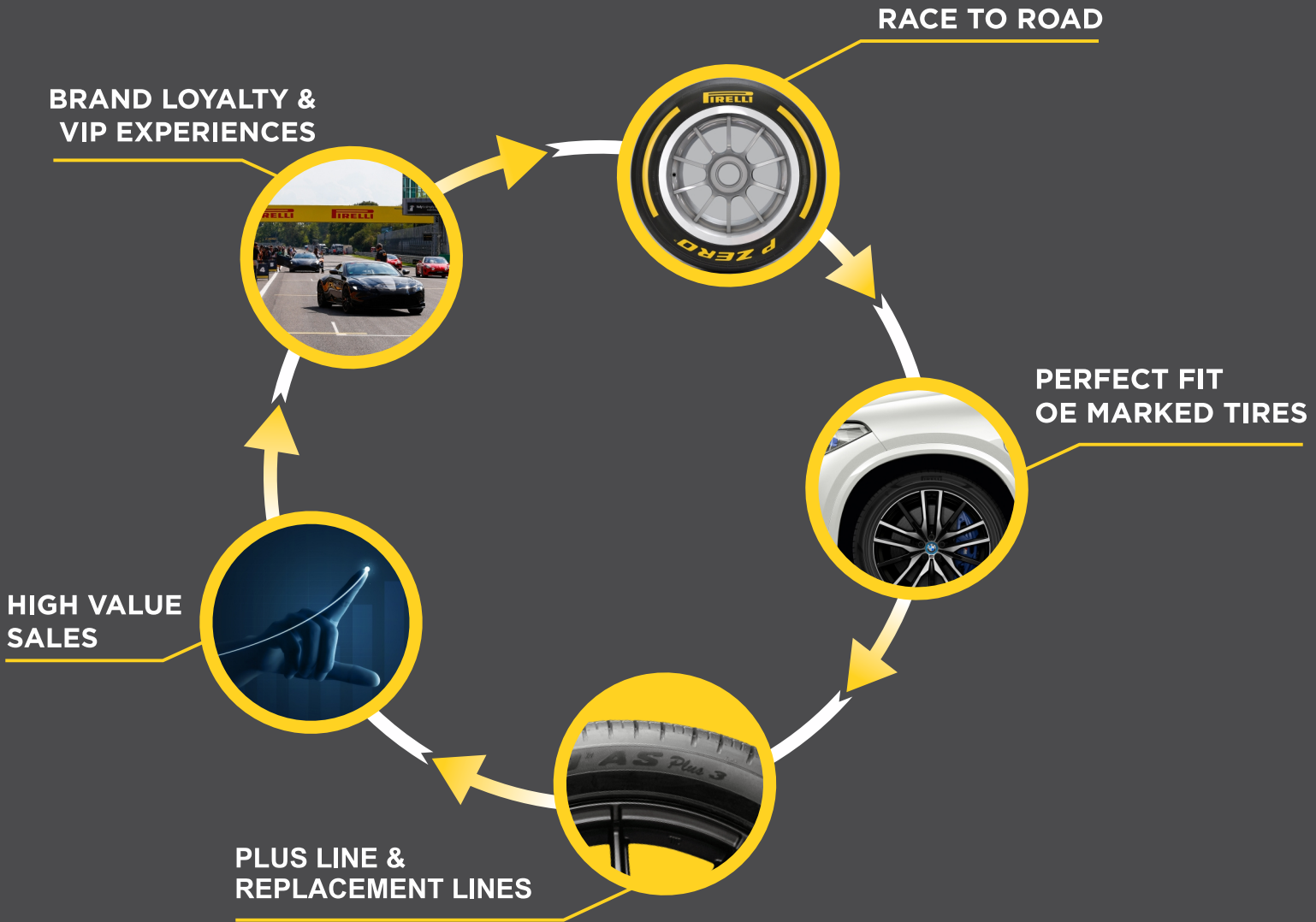
Global leader in radial tires for Moto boasting both the Pirelli and Metzeler brands. Officially established in 2018, the cycling division of Pirelli - Velo - rose quickly as a top performer on pavement, dirt, and e-cycle.

WHO WE ARE

Established in 1872, Pirelli has evolved into a distinguished global brand renowned for its unwavering commitment to pioneering technology, meticulous craftsmanship, and a deep-rooted dedication to innovation inspired by its Italian heritage.

As a dominant force in the tire industry, we take pride in being the sole global player exclusively dedicated to the consumer tire market. We offer a comprehensive range of top-tier tires that fit a broad portfolio of cars, motorcycles, and even bicycles.

~30,700 EMPLOYEES WITH 18 FACTORIES IN 12 COUNTRIES
WHICH ENCOMPASS 5 GLOBAL REGIONS
ENGAGING 160 COUNTRIES



P ZERO™ AS PLUS 3
50K Miles



P7™ AS PLUS 3
70K Miles



**SCORPION™
AS PLUS 3**
70K Miles



**SCORPION™ ZERO
ALL SEASON PLUS**
50K Miles



**SCORPION™ ALL
TERRAIN PLUS**
50K Miles

RACE TO ROAD

Motorsports Investment  Excellence in passenger lines

Pirelli's technological excellence is driven by innovation and expertise derived from over 115 years in motorsport. Currently, we participate in over 350 car and motorcycle events globally.

Customers stay on the leading edge of performance, durability, and sustainability thanks to the design, modeling, materials, processes, and testing showcased in the world's most prestigious forms of racing.

PERFECT FIT OE MARKED TIRES

Prestige and Premium OEM partnerships drive innovation and performance

- Pirelli & Porsche introduced OE Marked tires in the 1980's which is now industry standard for all top car manufacturers
- Prestige and Premium segments grow faster and are more resilient than the overall Car Parc
- More than 50% of tires sold are 18" and up



PLUS LINE & REPLACEMENT LINES

Our PLUS Line Family embodies our rich performance heritage and is engineered to exceed the needs of North American consumers: all-season tires with mile-after-mile performance, backed by our Confidence Plus Plan™ (limited treadwear mileage warranty & our 30-day trial).

OE DRIVES TECH INNOVATIONS



RUN FLAT

DRIVE WITHOUT PRESSURE



SEAL INSIDE

PUNCTURE CONTROL



PNCs

PIRELLI NOISE CANCELLING SYSTEM™: TIRES WITH FOAM INSIDE



CYBER TYRE

THE FIRST TIRE IN THE WORLD THAT TALKS TO YOUR CAR

ELECT™

ELECT™: Tires specifically developed for high performance electric and plug-in vehicles. Pirelli introduced the first homologated technology in the market for Electric vehicles.



SUSTAINABILITY & PIRELLI



LEADING INDICES SCORES



ecovadis

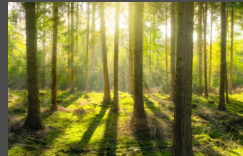


Pirelli is the tire industry leader for Environmental, Social, and Governance (ESG) ratings. We aim to source 100% of electricity from renewable sources by 2025 while achieving Pirelli Carbon Neutrality by 2030. Our focus on reducing environmental impact is not at the expense of safety and performance. We prioritize innovation and optimization throughout the entire life cycle of our tires, from the production of raw materials to the management of End-of-Life tires.



1 MEASURING OUR IMPACT

- ESG planning, reporting, rating & benchmarking



4 SAFEGUARDING BIO-DIVERSITY

- Water consumption
- Conservation Projects



2 ACTING ON CLIMATE CHANGE

- Decarbonization Program
- Energy & Material saving



5 SUSTAINABLE PRODUCT STEWARDSHIP

- Product Eco and safety design
- Bio-Circular materials strategy
- Forest Stewardship Council (FSC) certification



3 PROTECTING PEOPLE

- Supply Chain Human Rights
- Diversity, Equity & Inclusion
- Wellbeing policies



6 CRAFTING TOMORROW'S MOBILITY

- New mobility trends
- Road safety initiative

EV TIRES



High torque force at low RPM



High weight



Low noise



More battery range*

ELECTRIC VEHICLES CREATE UNIQUE CHALLENGES FOR TIRES THAT ELECT™ TECHNOLOGY ADDRESSES.

Battery Range: engineered to dissipate less energy thanks to low rolling resistance.

Torque & High Weight: designed for enhanced grip to manage high torque plus reinforced structures to cope with extra vehicle weights

Low Noise: developed for a quiet ride - EVs are quieter than traditional vehicles because they lack engine noise; therefore, tire noise is more prevalent.

ELECT™ Technology is offered across multiple Pirelli product families and in both OE and replacement tires.





PLUS LINE FAMILY

Our PLUS Line Family embodies our rich performance heritage and is engineered to exceed the needs of North American consumers: all-season tires with mile after mile performance, backed by our Confidence Plus Plan™. Enjoy your drive with Pirelli!

30 DAY TRIAL OFFER

If you are not satisfied with your new set of four (4) Pirelli tires, you can exchange it for a new set of four (4) Pirelli tires at the original place of purchase, within 30 days from the original date of purchase.

CURRENT GENERATION PRODUCTS

All PLUS lines qualify for this offer. Names and limited treadwear warranty amounts for all legacy PLUS lines can be found on our [website](#).

P ZERO AS PLUS 3	UHP	50K
P7 AS PLUS 3	TOURING	70K
SCORPION AS PLUS 3	SUV TOURING	70K
SCORPION ZERO ALL SEASON PLUS	SPORT TRUCK	50K
SCORPION ALL TERRAIN PLUS	ALL TERRAIN	50K
P4 PERSIST AS PLUS	TOURING	85K

Terms and conditions apply - for full details on the program visit our [website](#).

THINK PIRELLI



PLUS LINE FAMILY



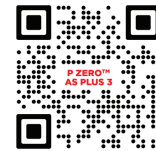
- Great for a wide range of weather conditions
- Broad range of sizes and vehicle applications ideal for the family-oriented, performance-minded, and off-road enthusiasts
- Strong OE presence with leading OE to Replacement pull-through
- Backed by the Pirelli Confidence Plus Plan offering a limited treadwear warranty and 30 day trial*



ULTRA HIGH PERFORMANCE ALL-SEASON

P ZERO™ AS PLUS 3

CAR & SUV — ALL SEASON — PERFORMANCE



SECTION WIDTH	215-275
ASPECT RATIO	35-60
RIM	17" - 20"
SPEED RATING	V, W & Y



50K Miles*



Pirelli Confidence Plus Plan*

- 50,000 mile limited treadwear warranty*
- Ultra-High Performance replacement tire for driving enthusiasts
- Excellent grip on both wet and dry surfaces even in colder temperatures for all-season performance.
- Engineered for comfort, reducing cabin noise for a comfortable driving experience



CUV / SUV / PICK-UP ALL-SEASON

SCORPION™ AS PLUS 3

SUV, CUV & LIGHT TRUCK — ALL SEASON — TOURING



SECTION WIDTH	225-285
ASPECT RATIO	45-70
RIM	17 - 22"
SPEED RATING	T, H & V



70K Miles*



Pirelli Confidence Plus Plan*

- 70,000 mile limited treadwear warranty*
- Pirelli Confidence Plus Plan* – 30 Day Trial
- Confidence that lasts in all conditions: winter performance and excellent wet braking
- Drive in quiet comfort: smooth and comfortable ride



GRAND TOURING ALL-SEASON

P7™ AS PLUS 3

CAR — ALL SEASON — TOURING



SECTION WIDTH	205-255
ASPECT RATIO	40-60
RIM	17" - 20"
SPEED RATING	H & V



70K Miles*



Pirelli Confidence Plus Plan*

- Go farther, 70,000 mile limited treadwear warranty*
- Confidence that lasts in all conditions
- Excellent wet braking
- Smooth and comfortable ride



ALL TERRAIN

SCORPION™ ALL TERRAIN Plus

SUV, CUV & LIGHT TRUCK — ALL SEASON — OFF-ROAD



SECTION WIDTH	225-315
ASPECT RATIO	55-80
RIM	16" - 20"
SPEED RATING	R, S, T & H

WARRANTY **50K Miles***
Plus Pirelli Confidence Plus Plan*

- 50,000 mile limited treadwear warranty*
- Aggressive tread pattern and upper sidewall design
- High resistance to cut and chip of tread elements
- Deep tread grooves with conical stone ejectors
- Excellent snow traction: Sidewall marked with snowflake (3PMSF) symbol



SPORT SUV ALL-SEASON

SCORPION ZERO™ ALL SEASON Plus

SUV, CUV & LIGHT TRUCK — ALL SEASON — PERFORMANCE



SECTION WIDTH	255-295
ASPECT RATIO	30-50
RIM	20" - 22"
SPEED RATING	Y

WARRANTY **50K Miles***
Plus Pirelli Confidence Plus Plan*

- 50,000 mile limited treadwear warranty*
- An innovative compound mixing process results in outstanding all season performance
- Large grooves for excellent water expulsion
- Winter siping technology provides great snow traction



STANDARD TOURING ALL-SEASON

P4™ PERSIST AS PLUS

CAR — ALL SEASON — TOURING



SECTION WIDTH	185-235
ASPECT RATIO	50-65
RIM	15" - 18"
SPEED RATING	T & V

WARRANTY **85K Miles***
Plus Pirelli Confidence Plus Plan*

- High mileage, 85,000 mile limited treadwear warranty*
- Excellent all season traction
- Designed for durability and handling

For more information on Pirelli tires, visit our website by going to:
<https://www.pirelli.com/tires/en-us/car/catalog>



* To review the complete warranty go to [us.pirelli.com](https://www.pirelli.com) or <https://www.pirelli.com/tires/en-us/car/tire-use-guide-warranty/tire-warranty>