



2018 Incentive Program

Quarterly Purchase Incentive

| | Tier 1 150 - 199 | Tier 2 200 - 499 | Tier 3 500 - 799 | Tier 4 800 - + |
|---------------------------------------|---------------------|---------------------|---------------------|-------------------|
| Goodyear Core \$/tire | \$ 7 | \$ 9 | \$ 11 | \$ 13 |
| Kelly Brand \$/tire | \$ 4 | \$ 5 | \$ 6 | \$ 7 |
| Goodyear Non-Core & Dunlop \$/tire | \$ 3 | \$ 3 | \$ 4 | \$ 4 |

Annual Volume Incentive

| | AVI 1 1,000 – 1,499 | AVI 2 1,500 - + |
|--|--|--|
| Non-TSN \$/tire – Goodyear Core lines Only |  \$ 2 |  \$ 3 |
| TSN \$/tire – Goodyear Core lines Only |  \$ 3 |  \$ 4 |

2018 G3Xpress Incentive Program

Effective January 1, 2018.

To support our G3Xpress customers, Goodyear is pleased to provide an opportunity to earn a G3Xpress incentive on **Goodyear, Dunlop & Kelly** Consumer tires purchased from their authorized WD in 2018.

Eligible Customers:

- G3Xpress Dealers with an established non-sig as of January 1, 2018 may participate in this incentive.

Eligible Consumer Brands:

- Goodyear, Dunlop, Kelly

Program Components:

There are two (2) components to payment for the 2018 G3X incentive:

- Quarterly Purchase Incentive
- Annual Volume Incentive

1) **Quarterly Purchase Incentive: Dealers may qualify for 1 of 4 net shipment tiers based on their per location at the Common Owner level.**

Minimum Qualifier:

- Dealer must average a minimum of 150 Net Shipment Units per location at the Common Owner level.

Payment:

- Eligible G3X Dealers will earn a G3 Quarterly Incentive for each Goodyear, Dunlop and Kelly Brand Consumer tire purchased from their authorized WD (see table below).
- Rate will be calculated on Net Shipments, payment will be made on Net Purchase units only.
- Each quarter stands alone.

| | Tier 1 | Tier 2 | Tier 3 | Tier 4 |
|--|------------------|------------------|------------------|----------------|
| Volume | 150 - 199 | 200 - 499 | 500 - 799 | 800 - + |
| Goodyear Core \$/tire | \$ 7 | \$ 9 | \$ 11 | \$ 13 |
| Kelly Brand \$/tire | \$ 4 | \$ 5 | \$ 6 | \$ 7 |
| Goodyear Non-Core & Dunlop Brand \$/tire | \$ 3 | \$ 3 | \$ 4 | \$ 4 |

Goodyear non-core and Dunlop Brand lines include: all Goodyear non-core lines, all Dunlop lines

Kelly brand lines include: Edge A/S, Edge HP, Edge AT and Kelly Safari TSR

Goodyear core lines include: Assurance WeatherReady, Assurance TripleTred A/S, Assurance TripleTred CS A/S, Assurance ComforTred Touring, Assurance Fuel Max, Assurance Fuel Max CS, Assurance A/S, Eagle F1 Asymm A/S, Eagle RS-A, Eagle Sport A/S, Wrangler All-Terrain Adventure, Wrangler Fortitude HT, Wrangler DuraTrac, Wrangler SR-A, Wrangler TrailRunner AT. Goodyear core lines exclude Eagle RS-A Police, RS-A EMT and RS-A2

Tier Up Opportunity:

Minimum Qualifier:

- Dealer must attain a minimum of Tier 1 each quarter to be eligible.

Payment:

- If dealers per location, annual tier in 2018 is greater than any given quarter that was earned, at year end Goodyear will pay the difference in earned quarter tiers.
- Rate will be calculated on Net Shipments, payment will be made on Net Purchase units only.
- New Dealers annual average will be based on quarter they were signed/active.

Example: Dealer A would receive Tier Up payment for Q1; Dealer B would NOT receive Tier Up.

| Dealer A | | |
|------------|----------|------------|
| 1 Location | Qtr Vol. | Paid Tier |
| Q1 | 150 | Tier 1 |
| Q2 | 200 | Tier 2 |
| Q3 | 300 | Tier 2 |
| Q4 | 200 | Tier 2 |
| Annual Avg | 213 | Tier 2 Avg |

| Dealer B | | | |
|------------|----------|-----------|------------|
| 2 Location | Qtr Vol. | Avg/Store | Paid Tier |
| Q1 | 400 | 200 | Tier 2 |
| Q2 | 800 | 400 | Tier 2 |
| Q3 | 1,000 | 500 | Tier 3 |
| Q4 | 1,000 | 500 | Tier 3 |
| Annual Avg | 800 | 400 | Tier 2 Avg |

2) Annual Volume Incentive: Dealers may qualify for 1 of 2 net shipment tiers based on their average per location at the Common Owner level.

Minimum Qualifiers:

1. Dealer must average a minimum 1,000 Net Ship units annually per location at the Common Owner level.
2. Tire & Service Network Dealers are eligible to receive TSN Incentive (see table below)
3. Non-Tire & Service Network Dealers are eligible to receive Non-TSN Incentive (see table below)
4. Dealers new to the G3X Program will receive prorated objectives at the Common Owner level based upon the quarter that their effective date is (equal to contract signature date).
 - a. Dealers signed in Q1 still require full 100% Net Ship units annually per location.
 - b. Dealers signed in Q2 still require full 75% Net Ship units annually per location.
 - c. Dealers signed in Q3 still require full 50% Net Ship units annually per location.
 - d. Dealers signed in Q4 still require full 25% Net Ship units annually per location.

Payment:

1. Incentive paid on Goodyear core lines only as listed below.
2. Rate will be calculated on Net Shipments, payment will be made on Net Purchase units only.
3. Payment made annually.

| | AVI 1 | AVI 2 |
|--------------------------|----------------------|------------------|
| Annual NS per Loc | 1,000 - 1,499 | 1,500 - + |
| Non-TSN Incentive | \$2 | \$3 |
| OR | | |
| TSN Incentive | \$3 | \$4 |

Goodyear core lines include: Assurance WeatherReady, Assurance TripleTred A/S, Assurance TripleTred CS A/S, Assurance ComforTred Touring, Assurance Fuel Max, Assurance Fuel Max CS, Assurance A/S, Eagle F1 Asymm A/S, Eagle RS-A, Eagle Sport A/S, Wrangler All-Terrain Adventure, Wrangler Fortitude HT, Wrangler DuraTrac, Wrangler SR-A, Wrangler TrailRunner AT. Goodyear core lines exclude Eagle RS-A Police, RS-A EMT and RS-A2

Additional Rate and Payment Information applicable to all program components:

- Incentive payments will be based on total consumer net unit purchases as recorded in the Goodyear WD POS system. **Only tires purchased for retail sales to consumers are eligible for this incentive.** Wholesale sales, sales to other dealers and deliveries for the account of Goodyear are not eligible for payment under this incentive. Total consumer units include the following brands: Goodyear, Dunlop and Kelly products. Additionally, in order to be eligible for incentive payments which exceed \$10,000 per quarter in total, dealer must, upon Goodyear's request, provide verification of eligible retail sales by providing point of sale information or other information necessary to establish eligibility.

The incentive check payment will be sent to the Common Owner address and name listed in the most current signed dealer agreement.

If Common Owner is past due with Goodyear, any earned monies will be credited to Common Owner's account balance rather than issuing a check.

NO PAYMENT will be issued for quarterly incentive for \$25 or less.

The Goodyear Tire & Rubber Company or one of its vendor's, will mail the incentive check directly to qualifying G3Xpress Dealers. For qualifying dealers with multiple locations, one check will be sent to their Common Owner address and name as listed in the most current signed dealer agreement. Allow 6 – 8 weeks for payment to be processed.

This program can be changed, modified or canceled at any time at Goodyear's discretion with or without advance notice. Goodyear may randomly audit and/or withhold payment at its discretion