

2018 G3XPRESS INCENTIVE

18-029 | | JANUARY 1 – DECEMBER 31, 2018



PROGRAM OBJECTIVE

To reward our G3Xpress Dealers for loyalty and growth, Goodyear G3Xpress Dealers are eligible to earn an incentive based on their 2018 attainment of Goodyear, Dunlop, and Kelly brand net shipment units.

PROGRAM RULES

Attainment

- Attains on all Goodyear, Dunlop, and Kelly brand Commercial Medium Radial Truck (MRT) and Unisteel Light Truck (ULT) tire net shipments
- Achievement of 5% program annual unit volume growth rate objective for above tires will determine if incentives have been attained

Program Annual Unit Volume Growth Rate & Incentive Payments

	<u>CTSN</u>	<u>Non-CTSN</u>
Annual Unit Volume Growth Rate*	5%	5%
Goodyear Incentive	\$ 10.00	\$ 8.00
Goodyear Marathon/Workhorse Incentive**	\$ 5.00	\$ 4.00
Dunlop Incentive	\$ 5.00	\$ 4.00

* Annual unit volume growth rate is based on net shipment units for 2018 versus prior year

**Marathon/Workhorse has its own incentive and will NOT be included in the Goodyear incentive bracket

Payment

- Pays on eligible Goodyear and Dunlop **net purchase units**, subject to the below exclusions
 - Commercial Medium Radial Truck (MRT) and Unisteel Light Truck (ULT) tires only
 - Only tires purchased from an authorized WD for retail sales to end users 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.
 - Incentive payments will be based on eligible Commercial **net purchase units** as recorded in the Goodyear WD POS system for the applicable period
- Program pays quarterly based on year-to-date performance once qualifications have been verified
- Quarterly payments are estimates only based upon year-to-date performance; final program fund amounts will be determined after year-end based on final year-end performance. Dealers who are approved members of the Commercial Tire & Service Network (CTSN) will be eligible for the CTSN bracket; all other dealers will be in the Non-CTSN bracket (for CTSN qualifications, see US Policy Letter 2018-83)

Annual Catch Up Provision

If the annual unit volume growth rate objective is attained, G3Xpress Dealers will earn the incentive for the subsequent quarters during 2018 where the incentive was NOT obtained. Annual catch up payments for missed quarters will be paid after the end of the year.

ELIGIBILITY

G3Xpress Dealers serviced directly by Goodyear Authorized WD are eligible to participate in the G3Xpress Incentive program (for qualifications, see US Policy Letter 2018-83).

A quarterly minimum net purchase of at least 75 Goodyear, Dunlop, and Kelly brand units at the Common Owner level is required to be eligible for program.

ADMINISTRATION

- Checks will be mailed on a quarterly basis to the G3Xpress Dealer's home office
 - NO PAYMENT will be issued for quarterly incentive of \$25 or less
- The Goodyear Tire & Rubber Company, or one of its vendors, will mail the incentive check directly to qualifying G3Xpress Dealers
 - For qualifying G3Xpress 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
- 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
- Upon Goodyear's request, G3Xpress Dealer 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
- Any quarterly payments of fund amounts made under this program are estimated payments based on year-to-date performance and will be deducted from any final annual fund amount that is earned to avoid double payment
- 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. There will be no carryover of unearned fund amounts
- This program ends on December 31, 2018

APPROVALS

R RADABAUGH

D WHITTINGTON

A JUVAN

R ANDREW

D ROBERTS

Originated by: Commercial Categories, D/703

Sales programs can be changed, modified, or cancelled at any time at Goodyear's discretion, with or without notice.