

ASSOCIATE DEALER PROGRAM

The Pirelli FasTrack Associate Dealer Program offers independent Premium Tire Retailers the opportunity to substantially improve their profits by taking part in the **most lucrative sell-out marketing program in the industry!**

Becoming an Associate Dealer with Pirelli's FasTrack team **is fast, easy and rewarding.** All Pirelli branded passenger, SUV and non-commercial light truck tires, including winter tires, are eligible for the Program. If an Owner has more than one physical location at least thirty percent (30%) of its locations must be enrolled in the Program as Authorized Dealers and will be considered a **Common Owner Group.**

For more information and to discover how to enroll please visit www.US.Pirelli.com/FasTrack. Full terms of the Pirelli Fastrack Associate Dealer Program are provided in the Fastrack Agreement.

DISTRIBUTOR PURCHASES EARN FASTRACK REWARDS

All Primary and Secondary Distributor purchases as well as National Account deliveries are used to calculate reward rate.

All Primary FasTrack Eligible Products earn Rewards. FasTrack Secondary Eligible Products earn Rewards on up to 30% of their FasTrack Primary Distributor purchases (calculated by category*).

Eligible Products are Pirelli Summer/Winter tires and Pirelli All Season/Light Truck/SUV category tires except for P4 A/S Touring category tires less national account deliveries, returns, allowances and approved warranty claims.

* Secondary Distributor Purchases rewards will be calculated by category based on the following order to maximize your payouts: (1) Summer/Winter, (2) All Season/LT/SUV

QUARTERLY CASH REWARDS

By submitting an order of **just 48** Pirelli Tires, an Authorized Dealer will be immediately eligible for earning FasTrack Rewards on its purchases. In the case of a Common Owner Group, Quarterly Rewards will be based on the combined totals for the group for each product category divided by each Enrolled Location to arrive at the quarterly units achieved per location.

Product Category (Tires)	Starter	Leader	Winner	Champion
	<u>48-119</u>	<u>120-249</u>	<u>250-449</u>	<u>450+</u>
Summer & Winter	\$4.00	\$7.00	\$10.00	\$12.00
All Season & LT / SUV	\$3.00	\$5.00	\$7.00	\$9.00
P4 A/S Touring Tires	COUNT TOWARDS REWARD RATE			

Rewards paid Quarterly via EFT/ACH to the individual locations. However, in the case of a Common Owner Group, the Owner may elect to pay the total of the quarterly Rewards earned by each Enrolled Location in the group to the Main Authorized Associate Retail Dealer.

ANNUAL CASH REWARDS

Annual cash rewards are paid directly to Authorized Dealer or in the case of a Common Owner Group, are earned at the Common Owner Group level and paid to the Main Authorized Associate Retail Dealer.

500 - 999 Tires	\$1.00 each
1,000 - 1,499 Tires	\$2.00 each
1,500 - 1,999 Tires	\$3.00 each
2,000 + Tires	\$4.00 each

Rewards paid annually via EFT/ACH



ANNUAL GROWTH REWARD

In 2018, dealers who **purchase 48 tires or more per quarter** will be eligible to earn Annual Growth Rewards provided their purchases grow over the previous year. Dealers who grow at least **10%** will earn **\$1.50 per tire on eligible purchases.** Dealers who grow at least **5%** will earn **\$1.00 per tire on eligible purchases.** Annual Growth Rewards are paid directly to Authorized Dealer or in the case of a Common Owner Group paid to the Main Authorized Associate Retail Dealer

TRAVEL REWARDS

SUPER PREMIUM

Dealers who purchase **3,000 or more** Pirelli Tires and grow their purchases 5% or greater than the previous year will earn a trip for two with Pirelli management (airfare, hotel and meals included).



PREMIUM

Dealers who purchase **1,500 or more** Pirelli Tires and grow their purchases 5% or greater than the previous year will earn a trip for two with Pirelli management (airfare, hotel included).



Travel reward rate is earned at Common Owner level. Receiving Super Premium trip excludes dealer from Premium travel reward. Only owners and/or principles are eligible to participate in the Super Premium trip. No alternatives, cash or other substitutions will be offered.

FASTRACK™ LOYALTY PROGRAM

By purchasing **1,000 FasTrack Program Pirelli tires in 2018 you will qualify to earn an additional \$1 per tire on next year purchases eligible for rewards** as long as your quarterly total purchases in 2019 are 250 or more Pirelli tires. Loyalty Reward payments are made quarterly.

In the case of a Common Owner Group, Loyalty Rewards will be based on combined totals for the group divided by each Enrolled location to arrive at the per location Loyalty unit targets.

WELCOME KIT AND SIGNAGE

Dealers start being rewarded immediately! Upon submission of the opening order of 48 tires, the dealer will receive a Pirelli branded Welcome Kit providing show room points of purchase displays along with sales and marketing materials. Additionally, with the purchase of 150 tires within the first two quarters from enrollment, the dealer will receive a 1'x3' lighted Pirelli brand sign at no charge!



SALES TEAM QUARTERLY INCENTIVES

Sales Associates will earn rewards on all Pirelli Tires sold at retail, whether purchased from Primary or Secondary Distributor. Only requirements to earn the rewards is the completion of the Pirelli Tire Campus™ e-learning training system and the submission of the Sales Associate's W9 form. This can be completed online with the dealer's Pirelli customer number for each approved location.

Category:	Per Tire:
Summer & Winter	\$4.00
All Season & LT/SUV.....	\$2.00
P4 A/S Touring Tires	\$1.00

Rewards paid quarterly by Visa pre-paid card to counter/sales associates. Calculated based on sell out units claimed by individual showroom/counter salesperson. Claim process is on the Associate Dealer Portal.