

# EVENT IN-STORE POINT-OF-SALE

Goodyear® provides in-store Point-of-Sale materials for the U.S. that leverage several national promotions throughout the year. Tire & Service Network (TSN) Point-of-Sale, which is exclusively for program participants, promotes tire and service offers to drive traffic into your stores. The National Promotions Program (NPP) Point-of-Sale is designed to up-sell consumers to premium products. Two types of Point-of-Sale Kits are available to choose from. Materials are delivered through a subscription program.

## A MAXI POINT-OF-SALE KIT MAY INCLUDE ITEMS LIKE:

- Poster
- Tire Centers
- Counter Mat Inserts
- Rebate Forms
- Counter Card
- And more

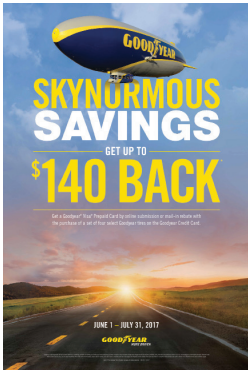
## A MINI POINT-OF-SALE KIT MAY INCLUDE ITEMS LIKE:

- Tire Centers
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- Counter Card
- And more

## INFORMATION AND ASSISTANCE:

For information about event in-store Point-of-Sale materials, please contact your Sales Representative.

### Maxi Kit



Poster



Counter Mat Insert



Tire Center



Redemption Form



Counter Card

### Mini Kit



Counter Mat Insert



Tire Center



Redemption Form



Counter Card