

DRIVING FORWARD

2023 *U.S. PROGRAM GUIDE*

GOODYEAR
MORE DRIVEN.

**TIRE & SERVICE
NETWORK**

UNITED STATES

GOODYEAR



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THE POWER OF **GOODYEAR®**

Goodyear® is much more than a tire company; we're a company dedicated to the relentless pursuit of forward motion. It's that restless spirit that put Goodyear on almost every corner of the earth, in the record books and even on the moon. Pushing past boundaries so you can do the same.

A BRAND WITH STRENGTH BEHIND IT

Goodyear® has strong consumer pull across the tire path-to-purchase and ranks #1 in the following critical categories:



TOP-OF-MIND BRAND AWARENESS*

The brand your shoppers think of first



UNAIDED BRAND AWARENESS*

The brand your shoppers intuitively recognize after 125 years of business



BRAND CONSIDERATION*

The brand your shoppers consider when selecting tires



PURCHASE INTENT*

The brand your shoppers are most likely to purchase

A BRAND WITH SUPPORT BEHIND IT

Goodyear has a long history in the world of sports, leveraging our sponsorships to maximize brand affinity and to drive shoppers back to your locations.

WE FOCUS ON LIVE SPORTS

Live sports is one of the best platforms to reach consumers because sports on broadcast and cable were watched live **88% of the time**. Over the past year, **48 of the top 50 telecasts** were sports events or sports commentary.**

FROM SPONSORSHIPS TO IN-STORE SPENDING

Brand loyalty isn't built overnight. That's why Goodyear's many sports partnerships are important for building long-standing relationships with fans that translate to in-store sales when it comes time for them to choose their next set of tires.



CREATES A SHORTCUT TO REACH CONSUMERS

Goodyear's sponsorships meet sports fans where they are to form an authentic connection that strengthens brand loyalty and drives traffic to your locations.



KEEPS OUR BRAND TOP OF MIND

Goodyear keeps communication open year-round through culturally relevant moments that matter. Then, when it comes time to buy tires, fans know to go to Goodyear.



DELIVERS VALUE BEYOND THE INVESTMENT

Partnerships and integration in games, races and studio content create long-term value for the brand that pays off in store.



BUILDS A POSITIVE PERCEPTION

Goodyear engages a larger audience and sets itself apart from competitors.

*Goodyear Brand Health FY2021

**Source: Nielsen, P2+ impressions, September 2021 – September 2022

SUPERIOR PERFORMANCE **AT EVERY TURN**

For 125 years, Goodyear® has developed the technology that keeps drivers moving. Today, we continue to constantly explore, iterate and push forward, giving you the confidence to recommend Goodyear tires to your customers.



COMMUTER TOURING

Goodyear® is the #1 brand for passenger tires*



ASSURANCE COMFORTDRIVE®

Provides superior ride comfort versus leading competitors¹



ASSURANCE WEATHERREADY®



ASSURANCE MAXLIFE®

ALL-TERRAIN

Goodyear is the #1 brand for light truck tires**



WRANGLER STEADFAST HT™

A best-in-class, smooth and quiet ride helps make this the #1 brand for light truck replacement tires**



WRANGLER® WORKHORSE® AT



WRANGLER® WORKHORSE® HT

*Source: Modern Tire Dealer (2021 Facts Issue). Passenger/Light Truck Tire Market Share, Section: 2020 Replacement Passenger Tire Brand Market Shares (pg. 36). **Source: Modern Tire Dealer (2022 Facts Issue Jan 2022) 2021 US Replacement Tires (see page 44).
¹Source: Based on an average rating derived from equally weighted internal ride comfort and objective noise tests versus Michelin Premier A/S in tire size 225/50R17 94V SL, Bridgestone Turanza QuietTrack in tire size 225/50R17 94V SL, Continental PureContact LS in tire size 225/50R17 94V SL using the Goodyear Assurance ComfortDrive in tire size 225/50R17 94V SL on a 2019 BMW 430i Gran Coupe, and Michelin Premier LTX in size 245/60R18 105V SL using the Goodyear Assurance ComfortDrive in tire size 245/60R18 105V on a 2015 Ford Explorer. Actual on-road results may vary.

SPORT PERFORMANCE

Goodyear® is the #1 brand for high-/ultra-high-performance tires*



EAGLE EXHILARATE®

#1 Wet Braking**, #1 Wet Cornering** and
#1 Wet Handling**



EAGLE® SUPERCAR 3R



EAGLE® SPORT ALL-SEASON

POLICE PURSUIT

Police use Goodyear brand for pursuit tires



EAGLE ENFORCER®



***EAGLE ENFORCER®
ALL WEATHER®***



***WRANGLER
ENFORCER® AT***



***EAGLE ENFORCER®
WINTER***

*Source is 2018 Modern Tire Dealer Facts Issue (page 33) and Speed Ratings and Market Share. **Based on internal testing comparing Goodyear Eagle Exhilarate to Michelin Pilot Sport A/S 3+, Bridgestone Potenza RE980AS & Continental ExtremeContact DWS06 (245/40[Z]R18 97Y on a 2017 BMW 430i GC). Actual on-road results may vary.

WINTER

Goodyear® Winter tires provide excellent traction on snow and ice



WINTERCOMMAND® ULTRA

Outperforms Bridgestone in snow handling and snow traction*



ULTRA GRIP® 9+



*ULTRA GRIP® 9
PERFORMANCE*



*ULTRA GRIP®
PERFORMANCE+*



CONSUMER-FIRST PRODUCT DEVELOPMENT

Utilizing a consumer-back approach to product development, Goodyear focuses on identifying the various vehicle types and driving styles to launch products that provide great performance and value. Depending on the needs of your customers, Goodyear's product innovation is focused on launching products that can help drive profitable volume growth for your business and long-term satisfaction with your customers.



*Based on internal testing comparing Goodyear WinterCommand Ultra to Bridgestone Blizzak WS90 (215/60R16) on a 2018 Toyota Camry. Actual on-road results may vary.

A man in a Goodyear uniform is shaking hands with a customer. In the background, a large Goodyear sign is visible. A large blue winged logo is overlaid on the image.

DRIVING *PERFORMANCE*

The Goodyear® Tire & Service Network is *DRIVING FORWARD IN 2023.*

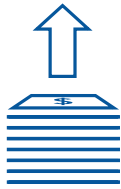
The Goodyear Tire & Service Network is designed to support you with best-in-class resources that can help drive top-line revenue and bottom-line profitability by providing integrated business solutions, comprehensive training and support, and insight-driven marketing programs.

HOW YOU BENEFIT

We've continued to update the 2023 TSN Program with more customized marketing programs, personnel training and business-building tools that will drive traffic, increase revenue and strengthen your brand. This book is your go-to source for understanding every program, cost and key contact.



THIS PROGRAM GUIDE CONSISTS OF THREE SECTIONS:



CUSTOMIZED MARKETING PROGRAMS

Marketing programs tailored to
your business



INTEGRATED BUSINESS SOLUTIONS

Tools, programs and services designed to
help your business grow



COMPREHENSIVE TRAINING

The most up-to-date training to educate
associates on products, services
and safety



GOODYEAR® TIRE & SERVICE NETWORK ELIGIBILITY REQUIREMENTS

To maintain Tire & Service Network eligibility and take advantage of the program benefits, your business needs to meet the following criteria. Review each requirement and check the boxes that currently apply.

<input type="checkbox"/> Comply with executional terms and obligations of the Independent Dealer Agreement	<input type="checkbox"/> Purchase at least 1,500 net shipment units of consumer products during any rolling 12-month period	<input type="checkbox"/> Offer and accept the Goodyear Credit Card and actively participate in Goodyear's promotional efforts	<input type="checkbox"/> Deliver to National Accounts within 50 miles of dealers' locations	<input type="checkbox"/> Maintain IT link to Goodyear's third-party POS vendor
<input type="checkbox"/> Participate in Nationwide Service Warranty and accept Road Hazard Warranty Claims	<input type="checkbox"/> Follow Motorist Assurance Program (MAP) Guidelines	<input type="checkbox"/> Employ at least one ASE-Certified Technician and G3 Tire Expert per location	<input type="checkbox"/> Utilize RewardsPlus and participate in continual training and learning	<input type="checkbox"/> Display TSN logo at each location in accordance with the Mark License Agreement

<input type="checkbox"/> FULL-SERVICE PROVIDERS
Mounting/Demounting
Flat Repair
Computerized Wheel Balancing, Alignments and Engine Diagnostics
Tire Pressure Monitoring System
Lube, Oil, Filter
Suspension and Steering Systems
Brake Services
Electrical and Electrical Systems

<input type="checkbox"/> PARTIAL-SERVICE PROVIDERS
Mounting/Demounting
Flat Repair
Computerized Wheel Balancing and Alignment
Tire Pressure Monitoring System
Lube, Oil, Filter
Suspension and Steering Systems
Brake Services

Checked all the boxes? You're eligible!

Now, visit goodyearatsn.com or speak with your Goodyear Sales Representative to start enjoying benefits today.

2023 PROGRAM OVERVIEW

CUSTOMIZED MARKETING PROGRAM*

NATIONAL PROMOTIONS

TRAFFIC-DRIVING DIGITAL MARKETING CAMPAIGNS

GOODYEAR® CREDIT CARD PROGRAM

REWARDSPLUS INCENTIVES

LISTINGS AND ONLINE REPUTATION MANAGEMENT

MARKETINGZONE RESOURCE HUB

LOCAL CUSTOMIZABLE MARKETING ASSETS

\$375 MONTHLY COST*
IS TO OFFSET GOODYEAR'S
ASSOCIATED MARKETING FEES.

INTEGRATED BUSINESS SOLUTIONS

TIRE & SERVICE NETWORK DEDICATED WEBSITE

NATIONAL ACCOUNT DISCOUNT

NATIONWIDE LIMITED SERVICE WARRANTY PROGRAM

ROAD HAZARD WARRANTY PROGRAM

24/7 ROADSIDE ASSISTANCE

VENDOR PROGRAMS AND SERVICES: REBATES,
INCENTIVES, PRICING PROGRAMS

PROFESSIONAL TRADE ORGANIZATION MEMBERSHIP

TOLL-FREE TSN DEALER LOCATOR PHONE NUMBER

COMPREHENSIVE TRAINING

THE GOODYEAR LEARNING CENTER

POWER UP MINI-TRAINING



SUPPLEMENTAL PROGRAMS

Dealer Website Management Service

Database Marketing (CRM) Program

Local Digital Advertising Campaign Service

Customizable Sponsorship Materials
(print on demand)

Paid Search Opt-In Program

Tire & Service Network ID Signage

On-Hold Telephone Messaging Services

In-Store Customer Communications

In-Store WiFi Marketing

In-Store Music

Goodyear Tire Wall

*Multi-outlet discounts apply.

MULTI-OUTLET DISCOUNTS ARE AVAILABLE TO THOSE WHO QUALIFY

NUMBER OF LOCATIONS	DISCOUNT %	COST WITH NO WEBSITE	COST WITH WEBSITE
1	0%	\$375.00	\$455.00
2-24	10%	\$337.50	\$409.50
25-49	20%	\$300.00	\$364.00
50-249	30%	\$262.50	\$318.50
250 or more*	*Contact TSN Marketing for cost at TSN_Advertising@goodyear.com		

Goodyear® reserves the right to modify, discontinue or revise these programs at any time without notice. Any questions requiring interpretation of the program shall be resolved by the program administrator and/or The Goodyear Tire & Rubber Company.

Dealer principals must enroll on behalf of their locations. Dealers agree to participate in the 2023 Goodyear Tire & Service Network Marketing Program and agree to be billed monthly at the cost noted for their selection of services for the full billing period of March 2023 through February 2024. There will be no cancellation until the renewal date. In future years, locations will be automatically enrolled in the selected option. Option can be modified at no cost during the renewal period. Contact your Goodyear Sales Representative for details.

EXPANSION PROGRAM INCENTIVE

Should you expand your current Tire & Service Network retail footprint and enroll in the Tire & Service Network, your new location will receive the marketing program for free for that rolling 12 months. Exceptions apply.*

*Exclusions include locations that were removed from the Tire & Service Network Program less than 18 months prior to renewal, any pre-existing locations under the common ownership where retail Tire & Service Network locations exist, the acquisition of existing Tire & Service Network locations and single outlets.



BUILD YOUR CUSTOM TSN 2023 MARKETING PROGRAM



Answer the questions below with a simple check of YES/NO to identify the supplemental Goodyear® marketing services that best suit your needs. Once complete, turn the page and add up these supplemental third-party provider costs to determine your full-year spend.

OPPORTUNITIES

Could your website use a boost to ensure it's updated to provide the best experience and qualified leads possible?

Would you like to stay in touch with customers and keep your business top of mind?

Have you ever wanted to bring some of Goodyear's sports sponsorships into your store for promotions and store events?

Would you like to increase your marketing efficiency and impact with just a phone call?

Would you like to reach people at the moment they're actively searching for your products and service?

Would you like to increase the awareness of your store with highly visible store signage?

Would you like to enhance your overall in-store experience and create more customer engagement?

Do you need an efficient and organized way to display tire products?

BUILD YOUR CUSTOM TSN 2023 MARKETING PROGRAM

<i>SOLUTION</i>	<i>VALUE TO YOU</i>
Dealer Website Management Service (p. 24)	A dedicated Marketing consultant to review your analytics and leads
Database Marketing (CRM) Program (p. 28)	Send direct mail and email communications when you need to
Customizable Sponsorship Materials (print on demand) (p. 32)	Available on-demand, turnkey promotional events can add high value at an affordable cost
Local Digital Advertising Campaign Service (p. 34)	Generate foot traffic to your store and help lift sales with targeted advertising
Paid Search Opt-In Program (p. 36)	Reach consumers as they actively search for your services on Google by serving localized ads and driving prospects to a customized dynamic landing page
Tire & Service Network ID Signage (p. 37)	Project a professional image and increase awareness
On-Hold Telephone Messaging Services (p. 52)	Promote current offers and new products while customers wait
In-Store Communications (p. 53)	Digital Menu Board and Customer Lounge TV services come with Vehicle on Demand
In-Store WiFi Marketing (p. 54)	Market products and services to your customers in real time and measure results
In-Store Music (p. 54)	Create the perfect in-store radio station your customers will love
Goodyear® Tire Wall (p. 55)	Enhance customers' in-store experience while showcasing Goodyear, Dunlop & Kelly tires

	<i>PROVIDER</i>	<i>THIRD-PARTY PRICING</i>	<i>YES</i>	<i>NO</i>
	TCS	\$80 per month	<input type="radio"/>	<input type="radio"/>
	Epicor® Service CRM	\$300 - \$500 per month depending on package	<input type="radio"/>	<input type="radio"/>
	Available on MarketingZone	Price varies depending on kit items	<input type="radio"/>	<input type="radio"/>
	Vericast (formerly Valassis)	\$2,250 - \$3,750 depending on campaign package	<input type="radio"/>	<input type="radio"/>
	BrandMuscle	\$500 - \$2,000 depending on paid search package	<input type="radio"/>	<input type="radio"/>
	Goodyear® Sales Representative or Wholesale Distributor	Price varies depending on signage chosen	<input type="radio"/>	<input type="radio"/>
	Spectrio	\$49 activation fee + \$19.95/month subscription	<input type="radio"/>	<input type="radio"/>
	Spectrio	\$149 setup fee waived with subscription + \$69/month for the 1st screen; \$30/month for 2nd screen	<input type="radio"/>	<input type="radio"/>
	Spectrio	\$99 activation fee + \$79/month subscription	<input type="radio"/>	<input type="radio"/>
	Spectrio	\$99 activation fee + \$29.95/month subscription	<input type="radio"/>	<input type="radio"/>
	Imagine Print Solutions	Price varies depending on fixtures selected	<input type="radio"/>	<input type="radio"/>

$$\begin{array}{c}
 \text{_____} + \text{_____} = \text{_____} \\
 \text{TSN Annual Cost*} \quad \text{Supplemental Costs} \quad \text{Total TSN}
 \end{array}$$

*Multi-outlet discounts apply. Cost used to offset Goodyear's costs associated with offering program.



CUSTOMIZED **MARKETING PROGRAM**

Tire & Service Network Marketing Program

TAILORED TO YOUR BUSINESS

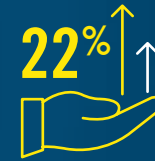
CUSTOMIZED MARKETING PROGRAM

2022 *PROGRAM WINS*



TSN members sold, on average,
3+ G3 TIRES PER DAY
more than non-TSN dealers.

2021 sell-out data. Source: DME



TSN members sold a richer mix of G3
products resulting in an **INCREASE OF
22% IN REVENUE** vs. non-TSN members.

2021 sell-out data. Source: DME



Average TSN rating online is
4.40 OUT OF 5.

Source as Yext 2021 9/15/21



TSN's dealer events showed a
2.7X INCREASE IN SELL-OUT in G3
products year over year.

TSN Tent Sale reporting. Source: SAP 2021

NATIONAL PROMOTIONS

Tire & Service Network members benefit year-round from promotional and marketing support that drives consumers to your locations, including national events and Tire & Service Network-exclusive promotions.

BENEFITS



Promotional Events

Providing true differentiation that will help you attract shoppers and close the sale.

- With our NPP offers, Goodyear® provides competitive tire rebates 365 days a year that are available when consumers are ready to buy.
- TSN members get exclusive service rebates twice a year that can be layered on top of the NPP rebates, helping dealers present richer offers to win at point of purchase.*



Marketing Support

Goodyear focuses on driving traffic into your locations by precisely targeting shoppers when and where they shop for tires.

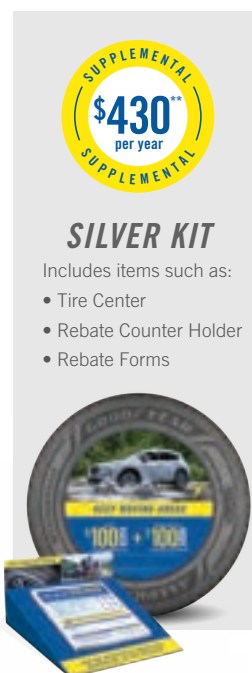
- NPP digital media campaigns that are always on during the promotional periods, reaching in-market shoppers and helping drive tire demand traffic.
- Additional digital media supporting the exclusive TSN service offers reach in-market shoppers through targeted display ads, paid social and paid search.



Point-of-Sale Materials

Eye-catching point-of-sale materials support promotional events and encourage customers to act now.

- Additional point-of-sale pieces call attention to the special financing and other benefits available through the Goodyear Credit Card program.
- Receive a total of six POS kits — four NPP and two TSN. Kits are billed once per year.

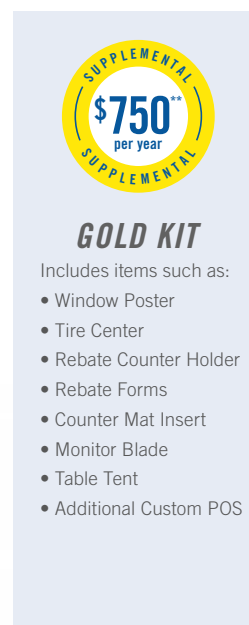


SUPPLEMENTAL
\$430**
per year
SUPPLEMENTAL

SILVER KIT

Includes items such as:

- Tire Center
- Rebate Counter Holder
- Rebate Forms



SUPPLEMENTAL
\$750**
per year
SUPPLEMENTAL

GOLD KIT

Includes items such as:

- Window Poster
- Tire Center
- Rebate Counter Holder
- Rebate Forms
- Counter Mat Insert
- Monitor Blade
- Table Tent
- Additional Custom POS



SUPPLEMENTAL
\$860**
per year
SUPPLEMENTAL

GOLD PLUS KIT
WITH WINDOW CLINGS

Includes items such as:

- Window Clings
- Tire Center
- Rebate Counter Holder
- Rebate Forms
- Counter Mat Insert
- Monitor Blade
- Table Tent
- Additional Custom POS

**Price of kit includes digital support.

INFORMATION AND ASSISTANCE | Contact your **Goodyear Sales Representative** or **Wholesale Distributor**.

*Offers are subject to change

TRAFFIC-DRIVING DIGITAL MARKETING CAMPAIGNS

Tapping into the learnings from our 2022 national digital media campaigns and using our compelling national promotional offers, we will continue to drive more effective and efficient 2023 digital media campaigns to push consumers who are actively looking to buy tires straight to your doors.

HERE'S A RECAP OF OUR BIGGEST CAMPAIGNS IN 2022

108,818 VISITS TO TSN LOCATIONS • 11 MILLION IMPRESSIONS • OVER 15,000 VISITS TO DEALER LOCATIONS

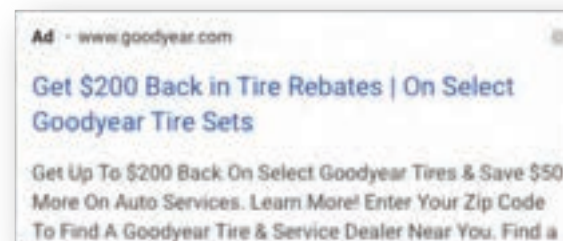
PAID MEDIA

This past year, we drove 108,818 TSN store visits using paid media. This was accomplished by generating awareness of our TSN offers through online ads and social that precisely reach consumers who are in-market for tires and located within 10-mile radius of a TSN store. Overall, these campaigns generated 11 million impressions.



PAID SEARCH

Through paid search, we direct shoppers actively searching for tires to your store details page. During the TSN1 event alone, 13,643 visitors landed on your page to either click to call, visit your retail site or navigate to your store location. That's a 15% increase in traffic vs. prior year's paid search campaign! To keep driving that qualified traffic to your store locations, we continued investing in paid search for our TSN2 event.



THE CARD THAT GETS YOU THERE



GOODYEAR® CREDIT CARD PROGRAM

The Goodyear Credit Card program is designed to provide many great benefits to you, your customers and your associates. The Goodyear Credit Card program is available for Citibank-approved dealers, and there is NO cost to participate. GYCC is independent from the TSN program.

BENEFITS



Lower merchant discount rates than other bank cards



More sales with Goodyear Credit Card promotions and financing options



Incentivize employees with yearlong Ask For Apps program



Increase customer loyalty through Goodyear Credit Card sales



Special Goodyear Credit Card promotions throughout the year



Free Goodyear Credit Card POS materials available via the Imagine Print Solutions website

WHAT IT MEANS FOR YOU

AVERAGE SPEND*

- 4X** The average first purchase of a Goodyear® Credit Cardholder is **4X LARGER** than those who paid with a bank card.
- 2.7X** TSN locations generate **2.7X HIGHER GYCC SALES** and **3X MORE TRANSACTIONS** per active location than non-TSN dealer locations.
- 5X** In zip codes having both TSN and non-TSN locations, 82% of GYCC sales come from TSN locations; **4.5X HIGHER SALES** and **5X HIGHER TRANSACTIONS** per active location in common zip codes.

FREQUENCY*

- 2.4X** GYCC holders make **2.4X MORE PURCHASES** after their first purchase compared to those using a bank card.
- 32%** **32% OF SHOPPERS** who visit a TSN location have been **ACTIVE CARDHOLDERS FOR 5+ YEARS**. They keep and use their Goodyear Credit Card for tires and service regularly.
- 24%** On average, shoppers visit a TSN location **24% MORE OFTEN** than non-TSN locations.

Goodyear Tire & Service Network members enjoy additional Goodyear Credit Card benefits, such as:

NO-INTEREST FINANCING OPTIONS

REVOLVE	6-MONTH FINANCING**	9-MONTH FINANCING**	12-MONTH FINANCING**
PURCHASE AMOUNT \$1+ Preferred pricing 0.5% Standard pricing 1.5%	PURCHASE AMOUNT \$250+ Preferred pricing 1.99% Standard pricing 2.5%	PURCHASE AMOUNT \$750+ Preferred pricing 2.95% Standard pricing 3.45%	PURCHASE AMOUNT \$1,000+ Preferred and standard pricing 4.25%

**Subject to credit approval. See promotional plan for full terms and conditions.

CONSUMER EMAIL CAMPAIGNS

Open To Buy and Use It Or Lose It emails inform your customers of the most current promotion and their available balance to keep accounts active and loyal customers returning to your location.

GOODYEAR CREDIT CARD METRICS DASHBOARD

Access to monthly statistics reports for your Goodyear Credit Card performance data. Log in to Tire-HQ and select Dealer Programs or G3X Marketing Unit & Mix Report.

INFORMATION AND ASSISTANCE | Contact your **Goodyear Sales Representative** or **Wholesale Distributor**.

*Source: 2019 Citibank Goodyear Credit Card Purchase Data

REWARDSPLUS INCENTIVES

When it comes to tire buying, 68%* of shopper interactions involve a recommendation from the person behind the counter, and 1 in 4 of those recommendations is solicited by the shopper.

We know how important associate recommendations are. The Goodyear® RewardsPlus program incentivizes your associates to become experts on tires and services by rewarding them with cash SPIFFs when they sell Goodyear tires.

BENEFITS



Continually updated programs and incentives



Ability to earn maximum rewards all year long



Increase associate product knowledge



Ability to submit invoices through mobile for faster payments



Improve associate sales performance



Ability to earn Goodyear Credit Card SPIFFs with Ask For Apps



Top RewardsPlus performers can earn more than **\$10,000 EXTRA PER YEAR***



3.5X MORE tire sales and **2X MORE** rewards* from Tire Experts vs. other participants

More Ways to Learn & Earn

It's easy for associates to learn and earn rewards. All they have to do is take a few training courses to start earning extra rewards on the sales they're already making. Plus, associates can now earn rewards on their business-to-business (B2B) sales. Eligible businesses include local landscaping, concrete or contractor companies that are charged sales tax and not for tire resale. Additional details about eligible B2B sales can be found on the SPIFF Tally Sheets or gyrewardsplus.com.



Complete
ANY 6 COURSES



Complete
ANY 12 COURSES

INFORMATION AND ASSISTANCE | To learn more and register for the RewardsPlus program, contact **877.777.9937** or gyrewardsplus.com.

*Source: Tire Influencer Tracker, MetrixLab, 02/2019

†Tire Expert level is only for Sales Associates at Goodyear Tire & Service Network Dealers who complete the required certifications. Sales Associates at the Tire Expert level are eligible to participate in the program year-round. Sales Associates at new Goodyear Tire & Service Network Dealers have a full 90 days after their store is approved as a Goodyear TSN Dealer to meet Tire Expert training certifications. If Tire Expert training is not completed within 90 days of approval, Rewards (SPIFFS) payouts will cease.

REWARDSPLUS ASSOCIATE INCENTIVE OVERLAY PROGRAM

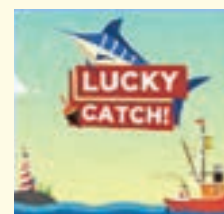
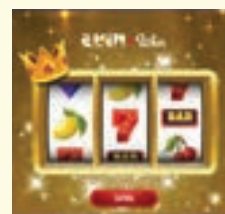
Turn tire sales into rewards! During the exclusive, limited-time TSN Incentive Overlay Program, your associates who participate in RewardsPlus can earn **Goodyear® Award Points** by playing fun and engaging virtual games to spend on prizes of their choice — all in addition to their RewardsPlus cash SPIFFs.

Typically, during the TSN2 event between August and September, associates who are signed up in RewardsPlus will have a chance to earn **Goodyear Game Plays** and prizes on a weekly basis just by submitting their applicable NPP tire SPIFFs. In addition, each tire SPIFF submitted during the promotional period gets the associate an entry into the **Grand Prize Sweepstakes** to earn a trip of choice or merchandise package.

BE ON THE LOOKOUT CLOSER TO THE 2023 TSN2 TIME PERIOD FOR UPDATED REWARDSPLUS OVERLAY INCENTIVE PROGRAM DETAILS

NEW! THE GOODYEAR AWARDS ARCADE

Your **MOVE AHEAD WITH GOODYEAR** place to play — and win! The game plays you earn in MOVE AHEAD WITH GOODYEAR can be used to play the games of your choice in the Goodyear Awards Arcade.



Fortune Wheel, Plingo, Spin and Win, Lucky Catch ... those are just a few of the exciting game choices.



EACH GAME YOU PLAY IS A GUARANTEED WINNER OF 20–200 POINTS!



GRAND PRIZE

Each reported tire sale or bonus activity completed will count as an entry toward a chance to win a grand prize. Winners can choose one of the following:

OPTION 1: TRIP FOR TWO TO ONE OF FIVE PLACES



San Francisco, CA



Toronto, Canada



Bahamas Cruise



Cancun, Mexico



Marriott Escape

OPTION 2: 16,000 REWARD POINTS



INFORMATION AND ASSISTANCE | To learn more and register for the RewardsPlus program, contact **877.777.9937** or **gyrewardsplus.com**.

Program eligibility requirements must be met in order to participate in the program. These eligibility requirements will be made available at the launch of the program. Program subject to change.



DEALER WEBSITE MANAGEMENT SERVICE

Tire & Service Network dealer websites are built to drive qualified, ready-to-buy leads to your store. Each dealer works with a dedicated Marketing Consultant who will review your analytics and leads, help ensure that your website stays updated, and provide you with information on internet best practices, giving you an educated partner in maintaining your site.

FEATURES



Responsive Homepage Designs



Updated and Optimized Appointment and Quote Forms



Easy-to-Use Lead Manager



Dedicated Marketing Consultant Offering Proactive Website Support

Program updates will continue to be made in 2023 to help grow traffic and improve customer experience on your website. Your TSN website includes:

Robust Pricing Features Available to Fit Your Unique Needs

Settings for pricing compliance; connections with your G3X supplier to pull inventory and pricing; and low-to-high price sort results in the tire catalog.

Layouts Designed to Drive More Leads

Allowing you to simultaneously brand your business and promote your alliance with the TSN program.

Automatic Tire & Service Promotions

Promotions are kept up to date and integrated with the tire catalog to ensure your customers are aware of any rebates available for the tires they are shopping for.

Monthly Analytics and Leads Reporting

Monitor your site's activity with an easy-to-read monthly report emailed directly to you.

Responsive Design and Functionality

Whether your customers visit your website on their mobile device, tablet or desktop, they will experience the same optimized user experience.

Service Catalog

Showcase the services that your business offers with options for your customers to request a quote and schedule an appointment.

81% of retail shoppers conduct online research before buying.

INFORMATION AND ASSISTANCE | Services and description of benefits provided by TCS | Contact **TCS** at **888.449.8473** or **tsn@tcstire.com**.

Source: GE Capital Retail Bank 2021



WRANGLER ALL-TERRAIN

OUR MOST VERSATILE
OF KEVLAR® TO

60000
MILES
LIMITED WARRANTY

5
YEAR
LIMITED WARRANTY

GOODYEAR

LISTINGS & ONLINE REPUTATION MANAGEMENT

Yext gives you the ability to unlock actionable insights that show how your online review scores compare to your competitors'. Yext can help ensure your business information is present, consistent, accurate and up to date, putting you in a great position to capture new foot traffic when someone needs tires. As an intuitive and reliable platform, **White Glove Service** is available for those who want to take a hands-on approach to managing their online reputation. With Yext, you have the power to turn positive reviews into topline revenue.



BENEFITS



Manage Your Online Reviews

Our new feature allows consumers to leave reviews about their experience with your business on sites like Google, Facebook, Yelp and more. Yext leverages direct integrations with these sites to pull all reviews from all locations into one dashboard. Rate your experience on a level of 1–4, and the Yext team will send weekly reports of comments to Akron and individual store or leadership teams where applicable.



Update Your Location Information at Scale

Yext Listings puts you in control of your business data. With the industry-leading Publisher Network, you get direct connections to all the places consumers seek answers, including Google®, Amazon Alexa®, YELP®, Bing®, Facebook®, TripAdvisor®, Uber® and more



Improved Search Ranking

Companies that consistently update their location data, respond to reviews and have a 4.0 or higher average star rating are more trustworthy to sites like Google, meaning they show up more in search results



Communicate Changes Quickly

In the event your store or stores close suddenly for an unexpected reason like bad weather, customers (and search engines) can trust that the business hours they find on the web are accurate and up to date



Better Star Ratings

Through a centralized interface, you can manage all of your reviews in one place and improve your average star rating over time by responding to reviews

DID YOU KNOW? This service is **included** with your TSN membership!

INFORMATION AND ASSISTANCE

Services and description of benefits provided by Yext | Yext, White Glove Service Team | goodyear-support@yext.com | 844.830.2285 M-F 9-5 ET

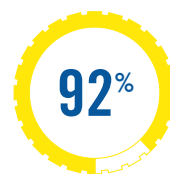
LISTINGS & ONLINE REPUTATION MANAGEMENT

Yelp-branded profiles enable TSN dealers to build their value on Yelp with the power of the Goodyear® brand, help win customers in their markets and become **consumers' preferred choice**.

With Yelp, dealers can convert potential leads into paying customers when shoppers view their location by enabling updated business information, a call-to-action unit, updated specialties and a photo slideshow. From an annual perspective, in 2021 Yelp generated **238,157 customer leads**, which averages around **20K per month** to TSN dealer locations.



88% of searchers for local businesses on a mobile device either call or visit the business within 24 hours*



92% of searchers will pick businesses on the first page of local search results**



SAVE TIME



Save time and stay informed with an easy-to-use, intuitive dashboard — the Yext® Knowledge Graph makes it easy



Work directly with Yext White Glove Service Team to achieve more specific results



REAL-TIME INSIGHTS



Protect and enhance your brand through streamlined management of reviews left on a range of sites, including YELP®, Google® and Facebook®



Gain real-time insights through a management and analytical tool called the Knowledge Graph on the Yext Dashboard



DATABASE MARKETING (CRM) PROGRAM **EPICOR**

Stay in touch with customers and keep your business top of mind with database marketing. This Customer Relationship Manager (CRM) tool uses customer data* to send direct mail and email communications at times when your customers are most likely to need tires, service or both.

2022 PROGRAM RESULTS¹

15% EMAIL RESPONSE RATE

13% POSTCARD RESPONSE RATE

18% TIRE PROMOTION RESPONSE RATE

INFORMATION AND ASSISTANCE

Services and description of benefits provided by Epicor | Contact **Alda Rodriguez** of **Epicor® Service CRM** at **alda.rodriguez@epicor.com** or **916.891.2458**.

*Prior to contacting a consumer via direct mail, you must obtain their permission or consent to send them promotional pieces. You must also comply with all laws and regulations related to personal identifiable information. Program results as measured by Epicor® Service CRM. Not audited by Goodyear®.
¹Source: 2022 Goodyear Database Marketing Program Results

BENEFITS



Fully automated program gives you one less thing to manage



Maintains your database with report of customer change of address



Delivery assurance checks for undeliverable email and postal addresses



Manage your service CRM, Facebook, Google and Yelp reviews



Track your investment with detailed ROI analysis tool



Drive engagement with personalized email templates



Send instant text, video and photo messages for faster approvals



View customer trends with OBD4 Dashboard and KPI reports

TYPES OF COMMUNICATIONS

EMAIL AND POSTCARDS

Tire Reminders

Reach customers who have purchased tires previously to let them know that they may be due for a new set.

Lost Customer Recovery Messages

Reach customers who have had multiple visits but haven't been in for service lately by sending them a motivating offer to come back.

Event Promos

Alert customers of new tire and service promotions, motivating them to visit your store now.

Service Reminders

Alert select customers that they are due for standard factory maintenance or recommended service.

Loyalty Messages

"Thank You" and "New Customer" messages help to generate valuable customer referrals and positive online reviews.

State Inspection Reminders**

Target specific customers** who are due for state inspections.

2023 TSN DATABASE MARKETING COSTS

PACKAGE OPTIONS	TARGETED NPP & TSN EMAILS	TARGETED NPP & TSN POSTCARDS	SERVICE REMINDER, LAPSED CUSTOMER, ETC., COMMUNICATIONS	TWO CUSTOMIZED, TARGETED EVENT POSTCARDS
Cruise Control	Unlimited	1,320*	Emails Included	Available (additional cost)
Growth Accelerator	Unlimited	3,780 Total Postcards* (Emails Included)		Available (additional cost)
Full Throttle	Unlimited	3,780 Total Postcards* (Emails Included)		1,000*

If you enroll in CRM, these costs will be added to your monthly Goodyear® TSN Marketing Program invoice for your convenience.

SUPPLEMENTAL
\$300
per month
SUPPLEMENTAL

SUPPLEMENTAL
\$422
per month
SUPPLEMENTAL

SUPPLEMENTAL
\$500
per month
SUPPLEMENTAL

INFORMATION AND ASSISTANCE | Services and description of benefits provided by Epicor | Contact **Alda Rodriguez** of **Epicor® Service CRM** at alda.rodriguez@epicor.com or **916.891.2458**.

*Total postcards for 12-month program year. Monthly distribution dependent on package level. **Available at an additional cost. The contents of this document are for informational purposes only and are subject to change without notice. Epicor Software Corporation makes no guarantee, representations, or warranties with regard to the enclosed information and specifically disclaims, to the full extent of the law, any applicable implied warranties, such as fitness for a particular purpose, merchantability, satisfactory quality, or reasonable skill and care. This document and its contents, including the viewpoints, testimonials, dates, and functional content expressed herein are believed to be accurate as of its date of publication, October 25, 2022. Use of Epicor products and services are subject to a master customer or similar agreement. Usage of the solution(s) described in this document with other Epicor software or third-party products may require the purchase of licenses for such other products. Epicor, the Epicor logo, and MechanicNet are trademarks or registered trademarks of Epicor Software Corporation in the United States, and in certain other countries and/or the EU. Copyright © 2023 Epicor Software Corporation. All rights reserved.

MARKETINGZONE RESOURCE HUB

The Goodyear® MarketingZone is a **centralized and streamlined portal** to host all of your TSN marketing needs. When you log in to the MarketingZone homepage, you'll see the content that matters most to you. **You'll have access** to professionally designed materials that will help promote your locations while capitalizing on the equity of Goodyear's national advertising campaigns.

In addition to containing national promotions (NPP) materials and Goodyear Credit Card and evergreen assets, **MarketingZone contains** exclusive Tire & Service Network materials, including:

- Customizable Social Media Videos
- Customizable Web Banners
- Radio Scripts
- Facebook/Twitter Images and Suggested Post Copy
- Ad Modules
- Coupon Templates
- Various Ad Sizes and One-Off Capabilities

Plus, you'll have quick access to the following programs:

- Paid Search Program by BrandMuscle
- Local Digital Campaigns by Vericast
- TSN Special Event Sale Flyers and Templates
- Customizable Sponsorship-Themed Event in a Box Materials (print on demand)
- Contact information is on MarketingZone for TSN marketing program vendors
- Monthly Newsletter -- Now Available

Get Started

Log in to the Goodyear MarketingZone today to download and customize these great materials. Note that dealers must accept the EULA agreement in order to receive marketing alerts.



ADDED PRODUCT CONTENT

Product-focused imagery and videos are available to download and use today!



INFORMATION AND ASSISTANCE | Services and description of benefits provided by BrandMuscle | Contact **BrandMuscle** at **855.233.5795** or **localmarketing@brandmuscle.com** or visit **goodyearmarketingzone.com**.

MARKETINGZONE RESOURCE HUB

BENEFITS



Drive traffic to your website and social pages with the new customizable materials



Locate all your TSN marketing needs and supplemental vendors in one place



Advertise effectively in more places



Personalize pre-populated ads with store details and tailor them as much as you want



Download or email ads directly from the site



Look out for new program enhancements coming this year



Leverage exclusive content for TSN dealers

BEST PRACTICES



Boost your image by leveraging Goodyear's branded turnkey marketing assets



Customize your own advertising and promotions with B-roll footage, product shots and other high-quality assets



Simply plug and play branded photos, videos and ready-to-publish templates directly into your marketing materials



Save thousands on production costs by utilizing Goodyear's professional content

CUSTOMIZABLE SPONSORSHIP MATERIALS (print on demand)

Sponsorship-themed Event in a Box kits offer customizable, print-on-demand materials that help you leverage Goodyear's sponsorship assets at your location. Whether it's generating awareness for a sale or advertising a weekend sports tailgate on social media, you can now plan and activate an event with greater support and ease.

BENEFITS

WHY UTILIZE GOODYEAR® SPONSORSHIP ASSETS FOR YOUR LOCAL EVENTS?

Sports sponsorships are a powerful and impactful marketing lever that continues to grow year over year. Nearly all consumers in the U.S. are fans of watching at least one major sport.*

GETTING STARTED

1. Select the theme and time frame for your event
2. Start planning and ordering marketing materials 6-8 weeks in advance
3. Decide what type of event you want to have. Examples include:
 - Tire and/or Service Offers
 - Parking Lot Event
 - Gifts with Purchase
 - Giveaways
 - Contest/Sweepstakes
4. Reach out to your local Goodyear® sales rep to learn more about ordering additional items to further enhance your event:
 - Parking Lot Inflatables
 - Goodyear-Branded Merchandise

To order Goodyear branded merchandise, visit <https://www.thegoodyearstore.com/>

INFORMATION AND ASSISTANCE | Services and description of benefits provided by BrandMuscle | Contact **BrandMuscle** at **855.233.5795** or **localmarketing@brandmuscle.com** or visit **goodyearmarketingzone.com**.

*Source: Goodyear Marketing Research. **Additional print-on-demand fee applies to signage and POS. No cost for use of digital assets and script copy.



CUSTOMIZABLE SPONSORSHIP MATERIALS (print on demand)

EVENT IN A BOX KITS



WHAT IS AVAILABLE IN THE EVENT IN A BOX KITS?

Customizable POS:** In-store Poster, Table Tent, Flyer

Additional Signage:** Lawn Signs, Tire Stack Box

Customizable Digital Assets: Various Static Web Banners

Additional Assets: Social Media Posts/Copy, Email, On-hold Scripts

Visit <https://www.goodyearmarketingzone.com/> to order your Goodyear® Event in a Box kit.



BENEFITS



Harness the power of the Goodyear brand at events in your community



Leverage themes like college football and NASCAR® to stay positioned as a leader in your local market



Build your brand with the support of Goodyear, using assets from these modular kits to leverage at store events



Take advantage of our expertise to get the most value out of your local sponsorships with new activation strategies

LOCAL DIGITAL ADVERTISING CAMPAIGN SERVICE

With just one phone call, Vericast (formerly Valassis) can build proven digital marketing campaigns that can help increase your marketing investment effectively and efficiently.



BENEFITS

- Digital marketing captures 35% of media influence on consumers' purchases
- Informed and more complete consumer view with in-market purchases signals in the last 7 days and purchase behaviors for the last 12 months
- Optimize toward in-market tire buyers, 17-inch-plus fitment owners, premium tire buyers, local fleets, etc.
- Measurement through real-world results and of performance toward your goals

PACKAGES

The following pricing options are represented as 3-month dealer commitments per location. To discuss a customized plan for multiple locations, please contact your Vericast Representative.



GOOD

346,155 Total Impressions



BETTER

461,538 Total Impressions



BEST

576,923 Total Impressions

LOCAL DIGITAL ADVERTISING CAMPAIGN SERVICE



STORE TRAFFIC LIFT through corporate testing*



TOOLS TO REACH THE RIGHT AUDIENCE



17-inch-plus fitment owners



Premium tire buyers



Local fleets



Consumers who over-index with an affinity for Goodyear®



College football and NASCAR®/NHRA enthusiasts to align with Goodyear sponsorships**

INFORMATION AND ASSISTANCE | Services and description of benefits provided by Vericast | Contact **Dave Langbehn** of **Vericast** at **916.508.9002** or **David.Langbehn@vericast.com** to learn more.

*Source: Goodyear TSN Vericast National Digital Display Program 8/26/2019 –9/15/2019 / 2,020 Stores Incremental Foot Traffic Results
**Consumer audiences targeted via ad display partner consumer segmentation available.

PAID SEARCH OPT-IN PROGRAM



Reach consumers at the moment they are actively searching for your products and services online. By enrolling in one of these paid search packages with BrandMuscle, you can drive potential customers to your customized landing page when they search for relevant terms such as tires, tire store, etc.

BENEFITS

Pay-Per-Click

You only pay when someone clicks your ad and is taken to your landing page. The more you pay, the more visitors you'll get each month. And the more visitors you have to your page, the better the chance of generating valuable leads.

Efficient Spends

The goal of the dedicated Goodyear Media team is to spend dealer budgets in the most efficient and effective way, with constant monitoring and optimizing techniques. Results can vary by location.

Dynamic Landing Pages

Enjoy a robust, flexible design that supports dynamic content while delivering an optimal mobile experience. Plus, you'll receive enhanced tracking and reporting to understand campaign and page performance.

PROGRAM REQUIREMENTS

- 3-month commitment term OR 6-month commitment term with waived setup fee
- Pay in full or with monthly installments via subscription model
- Credit card required at enrollment
- Each package links to a single landing page

PACKAGES

STARTER

Fewest Clicks



\$250 activation fee

BRONZE

Standard Clicks



\$250 activation fee

SILVER

More Clicks



\$250 activation fee

GOLD

Most Clicks



\$250 activation fee

TIRE & SERVICE NETWORK IDENTIFICATION SIGNAGE

Highly visible store signage projects a professional image and increases awareness of your store. The instantly recognizable signage also helps you capitalize on the strong equity of the Goodyear®, Dunlop® and Kelly® brands in addition to your status as a Tire & Service Network member.

INTERIOR BRAND SIGNAGE

The Welcome Kit is complimentary to new members of the Tire & Service Network and provides shoppers confidence when visiting your tire dealership.

TSN WELCOME KIT

- Warranty brochures
- Tire & Service Network window cling
- Independently Owned and Operated window cling
- Goodyear POS marketing materials (\$120 value)

STORE SIGNAGE+

You can also purchase additional materials designed to identify your location as a Goodyear Tire & Service Network participant, including illuminated interior signs and metal wall signs.

To purchase, contact **Imagine Print Solutions** at **866.263.3316** or email **GoodyearHelpDesk@imagineps.com**.

EXTERIOR BRAND SIGNAGE



Letters



Wall Signs



Illuminated Signs*



Monument Signs*



Pole Signs*



TSN Signs*

*TSN signs available at the dealer's expense



Additional items/services available include:

- Pole assemblies
- Installation
- Dealer trade name and service copy
- Electrical service
- Surveys and permits
- Engineering fees
- Painting
- Metal tracker signs

INFORMATION AND ASSISTANCE | Contact your **Goodyear Sales Representative** or **Wholesale Distributor**. (Signs provided through Fairmont Sign Co.)



INTEGRATED BUSINESS SOLUTIONS

Tools, programs and services designed to
HELP YOUR BUSINESS GROW

INTEGRATED BUSINESS SOLUTIONS

2022 *PROGRAM WINS*



TSN locations **INSTALLED OVER 70%**
of all Goodyear.com orders.

Source: goodyear.com/e-commerce team 2021



Average annual National Accounts
administration fee savings to TSN
members was **\$770**.

National Accounts savings calculation 2021



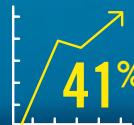
Members were paid, on average,
\$2,100 through TSN vendor
rebate programs.

Average CO payment through vendor-related programs. Source: ACB reporting 2021.



TSN members are not charged back for
nationwide limited service warranty claims; on
average, **\$355/CLAIM** savings to members.

Source: Sonsio 2021



TSN comprehensive program brought
41% RETURN TO MEMBERS, making
their monthly reimbursement work
harder for their locations.

TSN Scorecard ROI /program value calculation 2021

TIRE & SERVICE NETWORK DEDICATED WEBSITE

This website is the go-to resource for all Tire & Service Network information, including program details, industry news and marketing program enrollment, along with a link to the Goodyear® Learning Center.



Visit
GOODYEARTSN.COM



NATIONAL ACCOUNT DISCOUNT

The Goodyear National Accounts program is designed to deliver large fleet accounts to your outlet by instructing drivers to choose Tire & Service Network retailers first. This program boasts more than 800 customers with thousands of locations, consumer and commercial tire sales, as well as National Account auto service businesses.

BENEFITS



No solicitation expenses



Pre-sold customers



Repeat business to your location



Goodyear performs invoicing and billing



No credit problems or collection costs



Low-cost advertising

TIRE & SERVICE NETWORK ADVANTAGE



2.5% DISCOUNT off National Accounts administration fees



Drivers are instructed to choose Tire & Service Network retailers first

INFORMATION AND ASSISTANCE | Email goodyearnationalaccounts@goodyear.com, call **330.796.2255** or visit goodyearfleetnetwork.com.

NATIONWIDE LIMITED SERVICE WARRANTY PROGRAM

The Nationwide Limited Service Warranty* gives consumers another reason to choose Tire & Service Network retailers. This program offers coverage terms as outlined in the Nationwide Limited Service Warranty brochure.

BENEFITS



Fast claims processing and payments



\$100 tow benefit for approved and paid claims



Warranty repair referrals



No charge back for warranty repairs



Covers repairs in most cases



Post-claims satisfaction survey helps improve the program

*Terms, conditions and exclusions apply.

ROAD HAZARD WARRANTY PROGRAM

All Tire & Service Network locations honor optional road hazard warranty coverage purchased by a consumer at any Tire & Service Network location on Goodyear®, Dunlop® and Kelly® products. Time-based coverage for three years. State exclusions apply.

BENEFITS



Enhance customer satisfaction



Raise your profit margin on every tire sold



Consumer risk covered outside of 25 miles



Increase customer retention

CLAIM CENTER HOURS: Monday through Friday, 8:00 a.m. to 8:00 p.m. ET.

INFORMATION AND ASSISTANCE | Services and description of benefits provided by Sonsio Vehicle Protection | Contact **Sonsio Vehicle Protection** at **800.426.0733**.

24/7 ROADSIDE ASSISTANCE

The ToYourRescue™ Roadside Assistance Program can be offered to your customers, free of charge, just for coming to your shop. It makes it easier for your customers to access help at any time — day or night — whether it's a flat tire, lost keys, empty tank, dead battery or for a tow. This 365-day program includes a variety of training and point-of-sale materials to help you effectively advertise to your customers. ToYourRescue™ can be offered as an enhancement to your TSN Nationwide Limited Service Warranty Program and Road Hazard Warranty offerings to provide an added customer benefit or to simply show customer appreciation. No need to sell this service; it's included in your TSN membership!

BENEFITS



Flat tire changing assistance



Towing service



Lockout assistance



Fluid delivery (fuel, oil or water)



Battery jump start



Limited to two occurrences within the 12-month period with 365-day coverage

INFORMATION AND ASSISTANCE | Contact **Sonsio Vehicle Protection** at **800.426.0733**.

VENDOR PROGRAMS AND SERVICES

Take advantage of preferred pricing on automotive service parts, equipment, oil programs, marketing programs and much more. Rebates are based on your required minimum purchases per quarter. Once they are attained, you will receive a rebate check from the Tire & Service Network and the respective vendor.



LEARN MORE ONLINE | At goodyeartsn.com

NAPA AUTO PARTS



Your one-stop shop for tool and equipment needs. Take advantage of special pricing, rebates, training and dedicated customer service.

BENEFITS

- Promotional national support and personalized seasonal offers
- A custom price profile and loyalty rebate programs
- Comprehensive tech training class catalog
- Web-based catalog, PROLink, gives your shop fast, accurate part look-ups and online orders
- Nationwide Parts Warranty
- Labor Reimbursement Program available from participating NAPA stores

INFORMATION AND ASSISTANCE | Contact **Patrick Quinn** at Patrick_quinn@gent.com.

ADVANCE AUTO PARTS



Advance Professional is a preferred supplier of the Tire & Service Network. Combine purchases with CARQUEST for additional rebates.

BENEFITS

- Earn up to a tiered quarterly 6% rebate based on minimum spend dollars
- Online ordering rebate program
- MotoLogic and MotoVisuals Technology Tool subscriptions available
- CTI & WTI Technical and Business Training solutions
- DieHard Battery Consignment and Assurance Programs

INFORMATION AND ASSISTANCE | Contact your **Commercial Account Manager** or **Jamie Hughes** at Jamie.hughes@advance-auto.com.

WORLD PAC AUTO PARTS



Reduce your dependency on new car dealers for parts and information. With an incredible selection of hard-to-find OE parts, you can meet your customer's demand and increase satisfaction and loyalty.

BENEFITS

- Quarterly rebate of 4% from dollar one
- SpeedDIAL online catalog and order-fulfillment tool offers photos and details about brands and products
- Multiple same-day deliveries (in major metropolitan areas)
- Competitive pricing on OE parts and 20%-60% off a dealer's price list
- Access to knowledgeable Imports Parts Specialist
- 100% wholesale serving the repair facilities directly

INFORMATION AND ASSISTANCE | Contact **Scott McCall** at scottcm@worldpac.com.

ORDERING AND RMA SUPPORT | Contact the **WORLD PAC National Team** at **800.888.9982 (Ext. 7000)**.

Services and description of benefits provided by NAPA Auto Parts, Advance Auto Parts and WORLD PAC Auto Parts

O'REILLY AUTO PARTS



Dedicated to meeting the demands of fleet, heavy-duty and agricultural professionals since 1957.

BENEFITS

- Tiered volume quarterly rebate
 - \$7,500 per location for 3% rebate
 - \$15,000 per location for 5% rebate
- Inventory customized to the needs of your business
- Professional parts staff on hand
- Local, regional and corporate sales contacts
- Dedicated professional phone lines
- Free and quick delivery service

INFORMATION AND ASSISTANCE | Contact the **O'Reilly Auto Parts National Account Team** at **800.288.6661 (Ext. 1202)**.

MIGHTY AUTO PARTS



Featuring a comprehensive selection of Mighty-branded parts, chemicals, lubricants, equipment and shop supplies, The Mighty System offers attentive local service, inventory management and classroom or on-site training.

BENEFITS

- Technology — Electronic catalog, including manufacturer-recommended maintenance schedules, repair and installation instructions, and more
- Full Service — Dedicated twice-per-week sales and delivery support with 100% Obsolescence Protection
- Training — In-store, hands-on and online certification programs
- Program Support — MightySure® Nationwide Repair Warranty (24 months/24,000 miles parts and labor), National Volume Rebate Program and ProfitWatch® Inventory Management Program
- Marketing & Sales — Fall and Spring National Consumer Promotions fully funded by Mighty

INFORMATION AND ASSISTANCE | Contact **Ronnie Barassi** at **770.448.3900** or **ronnie.barassi@mightyautoparts.com**.

AUTOZONE AUTO PARTS



More than just parts, AutoZone delivers exceptional customer service and specialized shop programs to make your business even more efficient and profitable.

BENEFITS

- 5% rebate on net online purchases
- 3% quarterly business allowance
- Convenient online ordering
- Shop Referral Program drives DIY consumers to your location
- Stocking programs help save you time and money
- No Core Charge Policy*
- Additional MSO rebates available

INFORMATION AND ASSISTANCE | Contact **Jim Gray** at **704.301.1500** or **jim.gray@autozone.com**.

*Restrictions apply.

Services and description of benefits provided by O'Reilly Auto Parts, Mighty Auto Parts and AutoZone Auto Parts

AFTERMARKET AUTO PARTS ALLIANCE



With parts availability and professional service, Auto Value & Bumper to Bumper is your local partner for quality parts with inventory and hot shot delivery from coast to coast.

BENEFITS

- Quarterly rebate available
 - 1% for net purchases of \$0 to \$2,999, 2% for net purchases of \$3,000 to \$3,499, or 3% for net purchases of \$3,500 or greater
- Service-focused partnership
- Our goal is to bring you the recommended parts you need, when you need them
- Quality parts you can count on to get the job done
- Find the right parts fast and increase your productivity and profitability by utilizing the most advanced e-commerce tool in the industry — MyPlace4Parts — which easily integrates with most shop management system
- Fast and local delivery — 2,220 locations offering a robust inventory of parts with “hot shot” delivery

INFORMATION AND ASSISTANCE | Call **Kendall Schaus** at **210.408.4341** or **kschaus@alliance1.com**.

VALVOLINE



Auto Service Centers need growth partners. Unlike other lubricants suppliers, Valvoline offers more product and program solutions to elevate business effectiveness and financial performance.

BENEFITS

- Highly competitive pricing
- The right portfolio and unique package designs to improve productivity
- Award-winning training builds selling and technical skills
- Advertising support to build your traffic and customer base
- Valvoline-funded promotions build acquisition and sales
- Selling programs proven to drive shop revenue and margin
- Synthetic blend motor oil at the price of conventional

INFORMATION AND ASSISTANCE | Contact **Hannah Crumrine** at **hannah.crumrine@valvoline.com**.

CHEVRON OIL



A leading manufacturer of premium base oils and one of the world’s largest suppliers of finished lubricants, Chevron has been developing breakthrough technologies that improve reliability, profitability and the service life of equipment.

BENEFITS

- Competitive pricing leverages the power of national account pricing
- Chevron provides the highest-quality brands to support your brand
- PitPack — Chevron’s environmentally responsible packaging and delivery system
- Installer National Promotions — access to enrollment in Chevron funded Havoline promotions

INFORMATION AND ASSISTANCE | Contact **Steve Collins** at **collins.steve@chevron.com**.

Services and description of benefits provided by Aftermarket Auto Parts Alliance, Valvoline and Chevron Oil

KENDALL MOTOR OIL



The Kendall Motor Oil Program provides many professional, cost-saving program materials to help you deliver a positive customer experience.

BENEFITS

- A synthetic blend product at a conventional product cost
- Dedicated Technical Hot Line at 877.455.9198
- Point-of-sale materials
- Assurance of product availability backed by Philips
- An Installer Locator that drives traffic to your location

INFORMATION AND ASSISTANCE | Contact your local **Kendall Oil Representative** or **Kyle Neal** at **KYLEN@redlineoil.com**.
A marketer list can be found on **goodyearartsn.com**.

HUNTER ENGINEERING



With a reputation for innovation and application of the newest technologies for under-car service, Hunter Engineering Company designs, manufactures and sells a wide range of passenger car and truck service equipment.

BENEFITS

- Computer-based wheel alignment systems
- Vehicle inspection systems
- Wheel balancers
- Brake lathes
- Tire changers
- Vehicle lifts

INFORMATION AND ASSISTANCE | Contact your local **Hunter Representative**.

GREATAMERICA FINANCIAL SERVICES CORPORATION



Take advantage of flexible financing options for your shop/service equipment, technology and signage/shelving needs. With 25 years of automotive aftermarket experience, GAFSC has a team of finance professionals you can trust.

BENEFITS

- 100% financing for shop/service equipment, diagnostics, computer hardware and software, signage, shelving and more
- Contracts may include shipping, installation and accessories
- 12- to 60-month terms available with no money down required
- Transactions documented on an Equipment Finance Agreement (EFA)
- Same-day credit decisions within four hours
- Electronic "click to sign" documentation available

INFORMATION AND ASSISTANCE | Visit **greatamerica.com**, call **800.487.3636** or email **automotiveteam@greatamerica.com**.

Services and description of benefits provided by Kendall Motor Oil, Hunter Engineering and GreatAmerica Financial Services Corporation

UNIFORM EXPERTS, WE ALWAYS DELIVER

UniFirst delivers custom uniform rental programs that help your team perform at their best.



BENEFITS

- High-quality uniforms to meet your safety, performance and image requirements
- Weekly garment laundering, maintenance, repairs and replacements
- Exceptional service and complete satisfaction
- A more professional business image
- Fast installation with no upfront costs
- Complete solutions that deliver cost-savings

INFORMATION AND ASSISTANCE | Contact **Richard L. Powell** at rpowell@unifirst.com.

ALLDATA SOLUTIONS



ALLDATA® is the industry's #1 choice for unedited OEM automotive repair information. Founded in 1986, ALLDATA has more than 115,000 subscribers worldwide who rely on ALLDATA for diagnostic tools, OEM-accurate mechanical repair information and shop management software.

BENEFITS

- ALLDATA Repair: Repair and maintenance procedures, diagnostic information, TSBs, DTCs and more.
- ALLDATA Diagnostics: The only scan tool with ALLDATA built in. No upfront cost for hardware, and no charge for software/data updates.
- ALLDATA Tech-Assist: Gives you hotline access to ASE-Certified Master Technicians. From diagnostic troubleshooting to step-by-step repair, our experts can even live stream video to pinpoint problems.

INFORMATION AND ASSISTANCE | Visit alldata.com, or contact **Kevin Lasher** at **704.706.7011** or kevin.lasher@alldata.com.

THE GROUP



A network of 5,000-plus locations that carry name-brand products, OE alternatives and other exclusive product lines through their Pronto and Federated stores.

BENEFITS

- 3% quarterly rebate
 - Minimum local purchase quarterly amount of \$4,500 (or \$1,500 per month average)
 - Rebate paid on qualifying purchases (hard parts only)
- Our pricing is always market-based to remain competitive in local markets
- Training
- Online ordering

INFORMATION AND ASSISTANCE | Contact **Bob Resco, Director of National Accounts** at **540.255.8089** or bob.resco@federatedautoparts.com.

Services and description of benefits provided by UniFirst National Uniform Program, ALLDATA Repair Software and The Group

MYERS TIRE SUPPLY

The largest distributor of tools, supplies and equipment for tire and under-vehicle service in the automotive and heavy-duty truck aftermarkets.



BENEFITS

- Exclusive TSN pricing on shop supplies and same-day shipping
- Local representatives provide technical training and support
- Consumer-designed stocking levels eliminate excess in-store inventory
- Secure web-based order entry

INFORMATION AND ASSISTANCE | Call **800.644.5592**.

GUY BROWN

An award-winning, certified Minority Women Business Enterprise (MWBE) that offers a wide range of office, print, interior and facility solutions to increase efficiency and profitability.



BENEFITS

- Comprehensive product offering, including office supplies/products, janitorial and breakroom supplies, furniture, and technology
- Negotiated contract pricing on 1,800-plus items frequently used by Tire & Service Network locations
- Custom TSN Contract List — ability to add additional items at competitive prices unique to Tire & Service Network locations
- Next-day delivery on most items

INFORMATION AND ASSISTANCE | Contact **Cynthia Ryan** at **615.647.8252** or **cynthia.ryan@guybrown.com**.

SPECTRUM ENTERPRISE

A leading-edge technology and communications company composed of Time Warner Cable Business, Bright House Networks Enterprise Solutions and Spectrum Business Enterprise Solutions.



BENEFITS

- Commercial operations now spanning 41 states
- 167,200 fiber-lit buildings
- Seven enterprise-class data centers worldwide with four cloud nodes

INFORMATION AND ASSISTANCE | Call **216.317.5253** or **888.892.9352** or visit **enterprise.spectrum.com**.

Services and description of benefits provided by Myers Tire Supply, Guy Brown and Spectrum Enterprise

HOLMAN PARTS

A national powertrain sourcing model specifically developed for fleets.



BENEFITS

- Specialize in OE powertrain
- National availability and distribution
- Most in-stock units are delivered within 24-48 hours
- Centralized ordering, billing and warranty support

INFORMATION AND ASSISTANCE | Call **800.767.4859** or email **tsn@holmanparts.com**.

TECH

Technical Rubber Company (TECH) — founded in 1939 and headquartered in Johnstown, OH — is a world-leading manufacturer and distributor of tire repair materials and tire/wheel service products. TECH has been the trusted supplier of Goodyear® licensed tire repair materials for over 30 years.



BENEFITS

- Exclusive Goodyear licensed tire repair materials
- Preferred direct National Account pricing
- Custom Goodyear online ordering portal
- Same-day shipping
- TECH University online and in-person tire repair training

INFORMATION AND ASSISTANCE | Call **740.967.9015** or email **Cody Lawless** at **clawless@trc4r.com**.

JOHNDOW INDUSTRIES

Shop Saver Express is your one-stop online shop for JohnDow's quality repair facility service equipment and back shop supplies.



BENEFITS

- Exclusive TSN pricing on top-of-the-line shop equipment and back shop supplies
- Online ordering portal
- Most shipping within 24 hours
- One-year warranty on all shop equipment

INFORMATION AND ASSISTANCE | Contact **Drew Dawson** at **888.773.2772** or **JDrewDawson@gmail.com**.

PROFESSIONAL TRADE ORGANIZATION MEMBERSHIP

MOTORIST ASSURANCE PROGRAM (MAP)

As a participant in the Tire & Service Network Program, you agree and adhere to the Motorist Assurance Program (MAP) Uniform Inspection and Communication Standards. Updated continually for accuracy, these industrywide guidelines help build consumer trust and confidence by giving your customers the information they need to make educated decisions on repairs for their vehicles.

BENEFITS



Improved communication between consumers and Tire & Service Network dealers



Customer loyalty, trust and confidence



Exclusive access to the Motorist Assurance Program (MAP) website through goodyeartsn.com



Clarity surrounding vehicle systems, auto repair services and auto care decisions

INFORMATION AND ASSISTANCE | Contact **Joellen Kwiatkowski** of the **Motorist Assurance Program (MAP)** at **847.947.2650** or joellen@motorist.org.

Services and description of benefits provided by Motorist Assurance Program (MAP)

TOLL-FREE TSN DEALER LOCATOR PHONE NUMBER

The toll-free Dealer Locator number helps drive customers to your store location. The listing is defaulted to TSN locations only. When consumers dial 877.GOODYEAR, they are directed to the nearest Tire & Service Network Dealer. After selecting their preferred location, callers are immediately connected to your store. Your store hours and other information are maintained on Tire-HQ through the Consumer Dealer Profile link. Update your information whenever changes occur.

BENEFITS



Fully automated system expedites calls and reduces hold times



Improved consumer satisfaction



Ends the hassle of local yellow-page searches



Eliminates the expense of calling directory assistance

INFORMATION AND ASSISTANCE | Contact your **Goodyear® Sales Representative** or **Wholesale Distributor**.



ON-HOLD TELEPHONE MESSAGING SERVICES

On-Hold Messages is a SUPPLEMENTAL cost to dealers. Fees are billed to the dealers directly by Spectrio. TSN members receive a discounted monthly fee. This program has a three-year contract between dealer and Spectrio.

BENEFITS



Automatically updated messages



Equipment included at no additional cost (Compatible phone system required. Shipping charges apply, and sales tax may also apply.)



Professional installation is provided



Full customer service support



Includes music from a licensed music library



Four dealer-customized messages per year

60% OF CALLERS left in silence will hang up, and
30% OF THOSE CALLERS will not call back*.

INFORMATION AND ASSISTANCE | Services and description of benefits provided by Spectrio | Contact **Sam Ludwig** of **Spectrio** at **704.954.8795** or **SamL@spectrio.com** to learn more.

*Source: National study published by AT&T from a North American Telecommunications Association





IN-STORE CUSTOMER COMMUNICATIONS

Both Digital Menu Board and Customer Lounge TV services come with Vehicle on Demand, which allows you to bring up vehicle animations to explain complicated car repairs. These visuals help reinforce your explanation to consumers and can be viewed on any computer, tablet or mobile device.

NOTE: The setup fee of \$149 will be waived when Tire & Service Network members subscribe to the Goodyear® Digital Menu Board or Customer Lounge TV.

BENEFITS



Professionally designed and animated messages automatically updated by Goodyear



Messaging that leverages national Tire & Service Network offers and promotions



Cohesive messaging with in-store National Promotions Program event materials



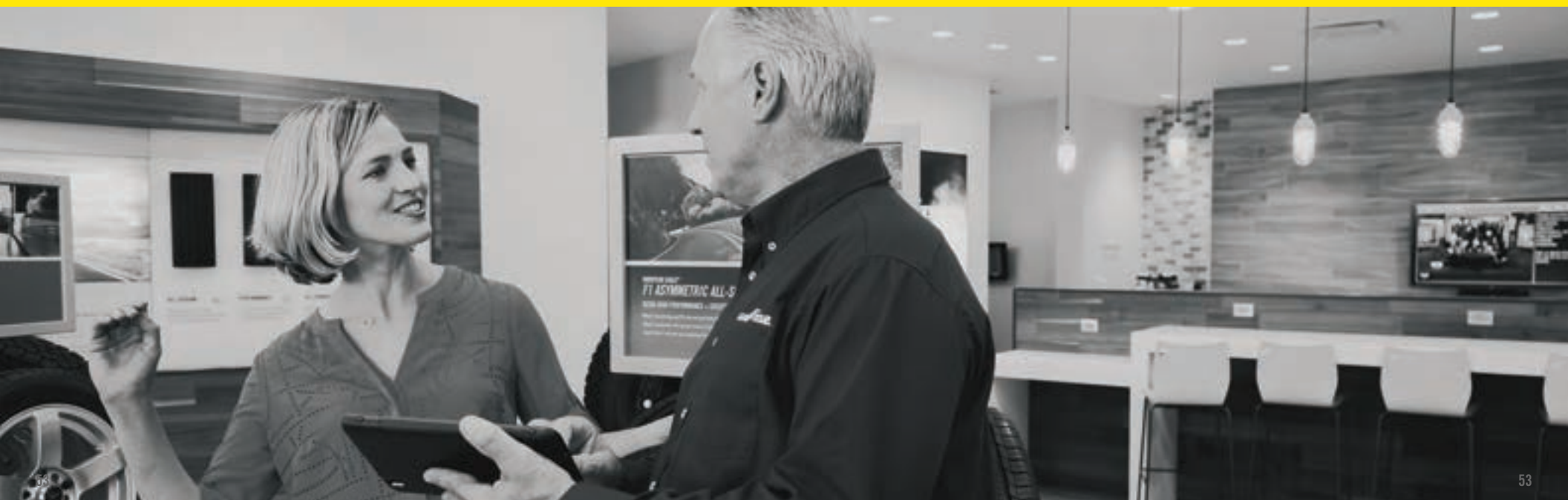
Ability to customize with your own individual offers and pricing

4 OUT OF 5 CUSTOMERS find digital menus influential for purchase of product*.

INFORMATION AND ASSISTANCE

Services and description of benefits provided by 10 Foot Wave/Spectrio | Contact **Sam Ludwig** of **Spectrio** at **704.954.8795** or **SamL@spectrio.com** to learn more.

*Source: Digital Signage Today, December 2014





IN-STORE WIFI MARKETING

WiFi marketing transforms guest WiFi into an engaging customer experience that collects customer data and can boost revenue. SpectrioCONNECT allows you to market products and services to your customers in real time and measure results. Service billed directly by Spectrio.

BENEFITS



Leverage guest WiFi to gather customer data



Create targeted campaigns



Track engagement and measure ROI in real time



Drive sales and repeat visits



Market your business to customers anytime, anywhere

82% OF SMARTPHONE USERS consult their phones on purchase decisions while shopping*.



IN-STORE MUSIC

Create the perfect in-store radio station your customers will love. The right music genre played at the right time, combined with professionally produced messaging, will keep your guests entertained and in the right buying mood. Service billed directly by Spectrio.

BENEFITS



Keep customers in-store longer



Drive sales of key products and repair services



Create a station that represents your brand



Avoid stiff fines with a library of rights-secured music



Put customers in the right buying mood

63.3% OF CONSUMERS have been influenced by a store's atmosphere**.

INFORMATION AND ASSISTANCE | Services and description of benefits provided by Spectrio | Contact **Sam Ludwig** of **Spectrio** at **704.954.8795** or **SamL@spectrio.com** to learn more.



GOODYEAR® TIRE WALL

The Tire Wall is available for purchase by any dealer. Those who purchase the wall will receive the graphics package at NO CHARGE.

BENEFITS



Design based on dealer and consumer research



Modular approach adaptable to suit any size showroom and budget

As a Tire & Service Network dealer, you will receive a free graphics package, valued at more than \$500, to complete your Tire Wall when you purchase the new Tire Wall fixtures. Refresh your location's showroom with these attractive fixtures to project a professional, crisp and modern look for your customers.

INFORMATION AND ASSISTANCE | To purchase, contact **Imagine Print Solutions** at **868.263.3316** or email **GoodyearHelpDesk@imagineps.com**.



COMPREHENSIVE TRAINING

The most up-to-date training to educate associates on
PRODUCTS, SERVICES AND SAFETY

COMPREHENSIVE TRAINING

2022 *PROGRAM WINS*



On average, employees of TSN program dealers completed **1.5X AS MANY COURSES** in the Goodyear® Learning Center as non-TSN program dealer employees.

Source: GLC 2022



Tire Experts, on average, **EARN 29% MORE** than Tire Advisors.

Source: RewardsPlus 2022



THE GOODYEAR® LEARNING CENTER

The Goodyear Learning Center is committed to providing options designed for one purpose: to improve business through the development and performance of people. The Goodyear Learning Center is focused on providing innovative, accurate training that will help fuel your business growth — from quick, informative courses on tire technology to extensive skills-based, instructor-led training and leadership development that is available to you 24/7. Offerings are free or reduced price with TSN membership.

E-LEARNING & WEBLIVES Free to TSN Members

Training topics include:

- Product Training
- Sales Training
- Management Training/
Associate Development
- National Account Training
- Tools & Technology

BOOT CAMPS*

Training topics include:

- Tire Selling**
- Advanced Tire Selling**
- Tire & Service Selling
- Dealer Store Management**
- Service Manager

TRAINING BY OUR CONTENT EXPERTS

- Tire Industry Association
- Raytheon Service Courses
- Hunter Alignment
- Skillsoft Safety

ENROLLMENT

To enroll in courses, visit the Dealer Portal at thegoodyearlearningcenter.com.

NEW USERS

If you are a new user, fill out the sign-up form and submit a request to be registered on the Goodyear Learning Center. Once registered, log in and enroll in the desired Boot Camp or Weblive! session.

INFORMATION AND ASSISTANCE | To learn more and for cost estimates, contact glc@goodyear.com.

*Available for an additional cost

**Available for both consumer and commercial



POWER UP MINI-TRAINING

Power Ups are Tire & Service Network-exclusive microlearning videos that deliver content in small, focused bursts. Users always control what and when they learn, and individual sessions usually last between two and four minutes.

TOPICS INCLUDE

Tire & Service Network Overview
Nationwide Warranty Program
Nationwide Warranty Process

Road Hazard
Motorist Assurance Program (MAP)
Dealer Website Pricing



BITE-SIZE LEARNING

INFORMATION AND ASSISTANCE | To learn more, contact glc@goodyear.com or visit goodyeartsn.com.

GOODYEAR

Employee
Entrance
Only

Tire & Service Network

QUICK REFERENCE GUIDE

CUSTOMIZED MARKETING PROGRAM

NATIONAL PROMOTIONS

Goodyear® Sales Rep or Wholesale Distributor

TRAFFIC-DRIVING DIGITAL MARKETING CAMPAIGNS

Goodyear Sales Rep or Wholesale Distributor

GOODYEAR CREDIT CARD PROGRAM

Goodyear Sales Rep or Wholesale Distributor

REWARDSPLUS INCENTIVES

877.777.9937 or gyrewardsplus.com

DEALER WEBSITE MANAGEMENT SERVICE

TCS 888.449.8473 or tsn@tcstire.com

LISTINGS & ONLINE REPUTATION MANAGEMENT

Yext, White Glove Service Team 844.830.2285 M-F 9-5 ET
goodyear-support@yext.com or Bethany Castle at bcastle@yelp.com

DATABASE MARKETING (CRM) PROGRAM

Epicor® Service CRM, Alda Rodriguez
916.891.2458 or alda.rodriguez@epicor.com

MARKETINGZONE RESOURCE HUB

BrandMuscle 855.233.5795 or localmarketing@brandmuscle.com
or visit goodyearmarketingzone.com

CUSTOMIZABLE SPONSORSHIP MATERIALS (print on demand)

BrandMuscle 855.233.5795 or localmarketing@brandmuscle.com
or visit goodyearmarketingzone.com

LOCAL DIGITAL ADVERTISING CAMPAIGN SERVICE

Vericast, Dave Langbehn
916.508.9002 or David.Langbehn@vericast.com

PAID SEARCH OPT-IN PROGRAM

BrandMuscle, Nick Leheny
216.930.1985 or localmarketing@brandmuscle.com

TIRE & SERVICE NETWORK IDENTIFICATION SIGNAGE

Goodyear Sales Rep or Wholesale Distributor

INTEGRATED BUSINESS SOLUTIONS

TIRE & SERVICE NETWORK DEDICATED WEBSITE

330.796.2255 or goodyearnationalaccounts@goodyear.com
or visit goodyearfleetnetwork.com

NATIONAL ACCOUNT DISCOUNT

330.796.2255 or goodyearnationalaccounts@goodyear.com
or visit goodyearfleetnetwork.com

NATIONWIDE LIMITED SERVICE WARRANTY PROGRAM

Sonsio Vehicle Protection 800.426.0733

ROAD HAZARD WARRANTY PROGRAM

Sonsio Vehicle Protection 800.426.0733

24/7 ROADSIDE ASSISTANCE

Sonsio Vehicle Protection 800.426.0733

ON-HOLD TELEPHONE MESSAGING SERVICES

Sam Ludwig or Spectrio at 704.954.8795 or SamL@spectrio.com

IN-STORE CUSTOMER COMMUNICATIONS

Sam Ludwig or Spectrio at 704.954.8795 or SamL@spectrio.com

IN-STORE WIFI MARKETING / IN-STORE MUSIC

Sam Ludwig or Spectrio at 704.954.8795 or SamL@spectrio.com

GOODYEAR TIRE WALL

Imagine Print Solutions at 868.263.3316 or email
GoodyearHelpDesk@imagineps.com

PROFESSIONAL TRADE ORGANIZATION MEMBERSHIP

Motorist Assurance Program, Joellen Kwiatkowski
847.947.2650 or joellen@motorist.org

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