



**DATE:** January 1, 2021

**US Policy 2021-12**

**SUBJECT:** Retail Point-Of-Sale Incentive (Consumer)

**REPLACES:** NA Policy 2019-12 (Point-Of-Sale Incentive)

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**PURPOSE**

To establish guidelines for supplying Point-Of-Sale (POS) data, to qualify for the 1% Point-Of-Sale Incentive (POSI) as featured in the 2021 Sales Program Guide.

**APPLICABLE PRODUCTS**

Consumer: Goodyear, Dunlop and Kelly brands.

**ELIGIBLE TRANSACTIONS**

POS data must include all retail transactions for Consumer products. A “retail transaction” is defined as the resale of a tire to a consumer (individual) or end user (a local business that installs tires on their own company vehicles for use in performing their business service). Transactions to National & Government accounts, direct Goodyear Dealers, Company Owned Outlets, and Car Dealer Accounts do not constitute a Retail transaction and are not to be submitted.

**ELIGIBLE CUSTOMERS**

**Consumer POSI** is available to:

G3Xpress Dealers and the following Customer Groups: Retail Dealers, Wingfoot CTS, Combo Retailers, Retail Distribution Group, Large Regional and Wholesale Distributors with retail stores

Customers with multiple locations (nonsigs) must submit POS data for all locations.

**POINT-OF-SALE DATA**

The following section describes the information customers must supply in support of the POSI program. **Goodyear has hired a 3rd party vendor, AutoPoint (previously DME Automotive), to assist customers in transmitting their POS data. Customers simply need to submit a completed POS Incentive Form to Goodyear (see bottom of attached authorization form for more details) to start the process. AutoPoint will then contact dealers to begin collecting their POS data.**

- ❖ Reasons for Collecting POS Data:
  - Provide a quantitative gauge of retail sell-out activity by brand, and customer group.
  - Provide better insights in the market place.
  - Provide understanding of retail activities.
  - Set base line for program(s) based on sell-out.
  - Use data for forecasting
  
- ❖ Customers will supply Retail POS data on a daily basis
  
- ❖ Data is to be submitted to authorized 3<sup>rd</sup> party vendor AutoPoint who:
  - Views files uploaded by customer
  - Reviews records for accuracy and completeness
  - Views status of approved record for credit/ rebate
  - Maintains dashboard for metrics of sellout data by nonsig or common owner
  - Consolidates data files and sends to Goodyear daily
  
- ❖ Enrollment
  - An Authorization Form must be completed and returned to Goodyear (see bottom of attached authorization form for more details) consenting to POS data receipt and access by 3<sup>rd</sup> party vendor AutoPoint
  - Customer will work with authorized 3<sup>rd</sup> party vendor AutoPoint to provide POS data

- ❖ Authorized 3<sup>rd</sup> party vendor AutoPoint currently works with POS vendors and systems to automate POS collection of the following fields:
  - Non-sig
  - Invoice Number
  - Invoice Date
  - Product Code
  - Sales Quantity
  - Transaction Price
  - Zip/Postal Code of Customer
  - Vehicle Make, Model and Year
  
- ❖ Payment Qualifiers
  - POS data must be submitted daily.
  - All eligible POSI data must be submitted no more than 45 days of the transaction date.
  - POS data must be submitted for all stores (nonsigs) within the common owner
  - Dealer is responsible for reviewing and correcting POS errors
  - Transaction Price is to be defined as the dollar value of the tire sold (including any discounts applied) and should not include taxes or any additional tire related services rendered (installation, rotation etc.)
  - **Goodyear reserves the right to randomly audit POS data from customers participating in the POSI program for data eligibility and accuracy. Audits will be performed by select Goodyear associates and/or authorized 3rd-party personnel designated by Goodyear.**
  
- ❖ Payments
  - Direct Dealer
    - Paid 1% of Dealer's acquisition price on all Goodyear, Dunlop and Kelly (Consumer) product.
    - Should the Dealer's request for credit exceed all units purchased on record during the prior 18 month acquisition period, the items in excess will be rejected. (Per NA Policy 2021-07 Delivery and Warranty)
    - Credit is passed directly to the Dealer at a minimum of once a month.
  - G3Xpress Dealer
    - G3X Dealers Paid 1% of the G3X established base price on all Goodyear, Dunlop and Kelly (Consumer) product.
    - Credit is passed to the assigned WD of the G3X at a minimum of once a month. WD is responsible to pass any eligible credit to the G3X.
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- ❖ Intended for Retail sales to end user/consumer only – consumer retail transactions are limited to 6 units per vehicle.
- ❖ Specifics of exact file layout can be established with authorized 3<sup>rd</sup> party vendor AutoPoint
- ❖ Goodyear Contact for assistance with POS data transmissions and AutoPoint system.
  - AutoPoint Goodyear POSI Support Help Desk (386) 271-3502 GYSupport@ autopoint.com

**This program can be changed, modified or canceled at any time at Goodyear's discretion with or without advanced notice.**

U.S. Approvals D GROSS L BERESH K HILLYARD A JUVAN J O'HARA M MCDONALD

Originated By: Strategic Pricing & Policy Administration, D/796

**Goodyear U.S.  
Point Of Sale Incentive  
Authorization Form**

I, \_\_\_\_\_ (printed name), principal owner/operator, on behalf of  
\_\_\_\_\_ (printed Corporation, Partnership, LLC, Common Owner  
name) do hereby authorize The Goodyear Tire & Rubber Company ("Goodyear"), and/or a Goodyear-appointed third party independent service provider, the right to access, retrieve, store and transmit point of sale data for any and all Nonsigs operating under my Common Ownerships/Nonsigs. Only those data fields outlined in Goodyear's most recently published NAPoint-Of-Sale Incentive Policy may be accessed. The access is granted so that I may qualify for the Point-Of-Sale Incentive as described in the Goodyear Sales Program Guide and Goodyear's NA Point-Of-Sale Incentive Policy . I agree to supply POS data for any other Nonsig(s) using non-standard/ custom point of sale data systems.

\_\_\_\_\_ (printed Corporation, Partnership, LLC, Common Owner name) understands Goodyear will use this information to administer the Point Of Sale Incentive program, and not share this information with anyone outside of Goodyear other than its appointed third party independent service providers as set forth herein, or with Goodyear's Retail organization. This information may be used by Goodyear and/or its representative to analyze any of the following:

- Provide a quantitative gauge of retail sell-out activity by brand, and customer group.
- Provide better insights in the market place.
- Provide understanding of retail activities.
- Set base line for program(s) based on sell-out.
- Use data for forecasting.

By: \_\_\_\_\_  
(Authorized Signature)

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

**The information below is required upon submitting for POSI enrollment**  
Contact for POS Transmittal –

\_\_\_\_\_  
Name (first and last) (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_  
Area code and phone number

\_\_\_\_\_  
Email address of above contact  
POS Setup –

\_\_\_\_\_  
Point-of-Sale System (Example: GBMS, Maddenco, VAST, etc.)

Common Owner #:   
(Example: 00A0001234)  
Common Owner Address:

\_\_\_\_\_  
Address City, State/Province Zip

NonSig #:   
(If multiple store locations, please list all NonSig's below:

**New Goodyear Tire & Service Network Dealers:**

Return the original signed document with Tire & Service Network Mark License Agreement, Facility Review and MAP Membership Agreement to Karla Rhoads at [karla\\_rhoads@goodyear.com](mailto:karla_rhoads@goodyear.com)

**Non-Network Dealers:**

Return the original signed document to Karla Rhoads at [karla\\_rhoads@goodyear.com](mailto:karla_rhoads@goodyear.com)