



DATE: January 1, 2021

U.S. Policy 2021-98

SUBJECT: Goodyear.com Ecommerce Program Guidelines

REPLACES: U.S. Policy Letter 2019-98

The Goodyear.com Ecommerce Program is designed to address the continued growth in number of consumers that want to purchase tires online. Goodyear.com provides these consumers the ability to purchase tires online and simultaneously schedule an appointment for installation at an authorized service provider. Program details and expectations are outlined below to help valued Goodyear.com service providers satisfy the needs of this growing group of consumers.

Consumer Experience

- Please refer to the [Goodyear.com Consumer Experience Guide](#) for an overview of the Goodyear.com process and recommendations for maximizing the opportunity for add-on services and building an ongoing consumer relationship.
- Online consumers expect to have ratings and reviews available to inform their choice of service providers. Goodyear.com service providers agree to permit consumers to post ratings and reviews of their experience on Goodyear.com after tire installation.

Scheduling

- Service providers agree to confirm the consumer's requested appointment through the confirmation email or an integrated point-of-sale system where applicable.
- If the service provider cannot accommodate the appointment, it is the service provider's responsibility to 1) click the 'Reschedule' button in the order confirmation email, 2) to call the consumer and 3) schedule a new appointment.
- If the service provider is unable to contact the consumer, the service provider must call Goodyear Customer Call Center (CCC) at 1-800-667-8138.

Purchase Order

- G3X Dealers agree to allow Goodyear.com to order tires on their behalf from their authorized wholesaler, Goodyear secondary supply (via alternate wholesaler), or Goodyear Logistics Center. The G3X must complete the purchase from the authorized wholesaler or Goodyear.
- Direct Dealers agree to allow Goodyear.com to order tires on their behalf from their internal warehouse, designated wholesaler, Goodyear secondary supply (via alternate wholesaler), or Goodyear Logistics Center.
- Goodyear will share service provider information with wholesalers and Goodyear logistics centers as needed to enable fulfillment of a Goodyear.com order (i.e. trigger tire delivery and issuance of purchase order)

Inventory Handling

- Tires purchased through Goodyear.com will have a separate purchase order/invoice.
- It is recommended that service providers set aside the tires [related to the purchase order] outside of their normal inventory to help ensure the tires are reserved for the Goodyear.com consumer.
- In the event the tires are lost or sold, it is the service provider's responsibility to replace the same product and quantity as stated in the purchase order.

Fraud

- Goodyear depends on its service providers to help protect against credit card fraud and theft – and, has developed the following guidelines to minimize associated risk. Not following these guidelines may prevent Goodyear from crediting the service provider for tires, installation and commission.
- Tires purchased on Goodyear.com must be installed by the selected authorized service provider. Tires may not be carried out from the service provider without express authorization by a Goodyear CCC Manager. Please call 1-800-667-8138 if a consumer requests carry out.
- The service provider should have the consumer sign a work order or delivery receipt at the time of tire installation. The service provider should keep the signed document on file for one year after the transaction during which time Goodyear may call on the service provider to provide as supporting documentation.
- The service provider must check ID at installation to confirm that the name and vehicle match the order prior to installing tires. If fraud is suspected, please contact the Goodyear CCC at 800-667-8138 and do not release the tires until you have confirmed that the correct consumer is present.

Installation

- Service providers must comply with applicable Goodyear Product Service Bulletins (PSB's) and have the capability to performance the following installation services: mounting, balancing, valve stems, tire disposal, Tire Pressure Monitoring Systems (TPMS) and Run-On-Flat (ROF) services.
- The customer has prepaid for installation on Goodyear.com based on the program's installation rate. Service providers are required to perform all pre-paid services.
- Standard nation-wide installation fees include mounting, balancing, valve stems and disposal fees. Service providers agree to not charge any additional fees for installation.
- Incremental fees are charged to consumers for vehicles with TPMS or ROF tires as described in the confirmation email.
- Installation reimbursement for service providers is outlined within tables below.
- The service provider must provide the consumer its own standard service/sale complete paperwork in compliance with all applicable laws.
- Any damages to the consumer's vehicle will be responsibility of the service provider.

Consumer Information

- Service providers may not use any consumer personal information provided in conjunction with a Goodyear.com transaction for marketing or other promotional activities; service providers may not contact the consumer for any reason beyond the immediate Goodyear.com transaction.
- Service providers may, with the consumer's opt-in or permission, separately collect personal information in accordance with applicable laws.

Tire Registration Requirement & Procedures

- Under this program, service providers are expected to comply with the requirements and procedures described in the Goodyear PSB titled Tire Registration Requirements & Procedures. Please refer to this PSB for additional details. A copy can be found on Tire HQ and is attached to these guidelines.
- The service provider is required to either register tires electronically or provide the consumer with a tire registration card. Service providers using the GBMS computer application can register the tires they are installing electronically. Service providers that do not use electronic registration are required to provide the consumer with a tire registration card. This registration card must be partially filled out by the service provider with the retailer's name and address, the tire brand, the quantity of tires installed and the Tire Identification Numbers (TIN).

Program Participation

- Goodyear reserves the right to remove any service provider from the program at its discretion at any time for any reason.
- To be eligible, service providers shall have executed and be in compliance with all of the terms and obligations of Goodyear's Independent Dealer Agreement.

Program Compensation

Installation

Service Product Code Name	Parts	Labor	Total	Description
GYCOM Installation Package – Tier 1*	\$ 5.00	\$ 13.95	\$ 18.95	<i>Includes mounting and computer high speed balance. Installation package tier determined by rim diameter and aspect ratio of the tire.</i>
GYCOM Installation Package – Tier 2*	\$ 5.70	\$ 18.25	\$ 23.95	
GYCOM Installation Package – Tier 3*	\$ 6.70	\$ 22.25	\$ 28.95	
GYCOM Tire Disposal Fee	\$ 0.00	\$ 2.00	\$ 2.00	<i>Includes environmentally approved disposal</i>
GYCOM Run Flat Tire Service Charge	\$ 0.00	\$ 7.00	\$ 7.00	<i>Includes additional labor for run flat tire mounting/dismounting</i>
GYCOM TPMS Kit	\$ 2.00	\$ 4.00	\$ 6.00	<i>Includes valve cap, valve core, grommet, nut</i>
* New rubber valve stem at no charge				

Commission: Please reference policies 2021-05 Delivery Commission Direct Dealer & 2021-69 Delivery Commission – G3Xpress

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

Approvals:

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Originated by: Strategic Pricing and Policy Administration, D/796