

2023 G3Xpress Incentive Program

Effective January 1 through December 31, 2023:

To support our G3Xpress customers, Goodyear is pleased to provide an opportunity to earn a G3Xpress incentive on **Goodyear, Dunlop & Kelly** Consumer tires purchased from their authorized WD in 2023.

Eligible Customers:

To participate in this incentive G3Xpress Dealers must:

- Have an established non-sig as of January 1, 2023.
- Maintain a current and active Independent Dealer Agreement with Goodyear, including any required renewals thereof, and be in compliance with all terms and conditions included therein.

Eligible Consumer Brands:

- Goodyear, Dunlop, Kelly

Program Components:

There are two (2) components to payment for the 2023 G3X incentive:

- 1) Quarterly Purchase Incentive
- 2) Earned Growth Incentive

1) Quarterly Purchase Incentive: Must qualify for 1 of 4 net shipment tiers based on each location at the Common Owner level.

Minimum Qualifier:

1. Dealer must average a minimum of 150 Net Shipment Units per location at the Common Owner level.

Payment:

1. Eligible G3X Dealers will earn a G3 Quarterly Incentive for each Goodyear, Dunlop and Kelly Brand Consumer tires purchased from their authorized WD (see table below).
2. Rate will be calculated on Net Shipments, payment will be made on Net Purchase units only.
3. Each quarter stands alone.

Net Shipment per Location	Quarter			
	Tier 1	Tier 2	Tier 3	Tier 4
	150 - 249	250 - 399	400 - 699	700 - +
Goodyear Target Line \$/tire *	7	9	11	13
Goodyear Mid-Target Line \$/tire **	5	6	7	8
Dunlop & Kelly Brand \$/tire	3	4	5	6
All Other Goodyear \$/tire	2	3	4	5

Goodyear Target Lines:

- *Commuter Touring*: Assurance MaxLife, WeatherReady, ComfortDrive
- *All-Terrain*: Wrangler AT Adv Kevlar, DuraTrac, Steadfast HT
- *High Performance*: Eagle F1 Asym 3 Family (ROF, SUV & SCT), Exhilarate, Touring, Sport A/S Family (ROF & SCT)

Goodyear Mid-Target Lines:

- *Commuter Touring*: Assurance All-Season, Finesse
- *All-Terrain*: Wrangler SR-A, Fortitude HT, Fortitude C-Type, Workhorse AT, Workhorse HT, Workhorse C-Type, Territory Family

All Other Lines Include: Goodyear lines NOT listed as either a Target or Mid-Target line

Police Rated Pursuit Tires: All Police Rated Pursuit tires are excluded from this incentive program but do count for Rate

Endurance Trailer Tire: NOT included in either Rate or Payment

Tier Up Opportunity:

Minimum Qualifier:

1. Dealer must attain a minimum of Tier 1 each quarter to be eligible.

Payment:

1. If dealers per location, annual tier in 2023 is greater than any given quarter that was earned, at year end Goodyear will pay the difference in earned quarter tiers.
2. Rate will be calculated on Net Shipments, payment will be made on Net Purchase units only.
3. New Dealers annual average will be based on quarter they were signed/active.

Example: Dealer A would receive Tier Up payment for Q1; Dealer B would NOT receive Tier Up.

Dealer A		
1 Location	Qtr. Vol.	Paid Tier
Q1	150	Tier 1
Q2	250	Tier 2
Q3	300	Tier 2
Q4	300	Tier 2
Annual Avg.	250	Tier 2 Avg.

Dealer B			
2 Locations	Qtr. Vol.	Avg. / Store	Paid Tier
Q1	500	250	Tier 2
Q2	700	350	Tier 2
Q3	900	450	Tier 3
Q4	1000	500	Tier 3
Annual Avg.	775	388	Tier 2 Avg.

2) Annual Earned Growth Incentive: Must qualify for 1 of 3 tiers based on their growth versus assigned objective at the Common Owner level.

Minimum Qualifiers:

1. Dealer must average a minimum 0% growth annually at the Common Owner level.
2. Dealers new to the G3X Program will receive a minimum objective of 600 net shipment units per location or actual net ship units as an Associate Dealer or Direct Dealer plus 3% for the same period (whichever is greater).

	New G3X Dealer Annual Unit Walk				
	Q1	Q2	Q3	Q4	Full Year Total
Sign in Q1	150	150	150	150	600
Sign in Q2	-	150	150	150	450
Sign in Q3	-	-	150	150	300
Sign in Q4	-	-	-	150	150

Payment:

- Incentive paid on Goodyear target and mid-target lines only as listed below.
- Rate will be calculated on Net Shipments; payment will be made on Net Purchase units only.
- Payment made annually.

	Annual		
	Maintain	EGI 1	EGI 2
Net Shipment per Location	0% - 2.99%	3% - 4.99%	5% - +
Goodyear Target Line \$/tire *	2	3	4
Goodyear Mid-Target Line \$/tire **	2	3	4

* Goodyear Target lines include: Same as listed on Page 1

** Goodyear Mid-Target lines include: Same as listed on Page 1

3) Dealer Elite Program (2023 Addition)

1. All eligible Goodyear G3X Dealers, who are also compliant Cooper Medallion and/or Mastercraft Century Dealers will have the possibility to earn additional monies through the Dealer Elite Program.
 - Dealer Eligibility Option 1: Goodyear G3X and Cooper Medallion Dealer
 - Dealer Eligibility Option 2: Goodyear G3X and Mastercraft Century Dealer
 - Dealer Eligibility Option 3: Goodyear G3X, Cooper Medallion and Mastercraft Century Dealer
2. Requirement #1: Dealer must be compliant for the full calendar year to qualify for this program.
 - Minimum Tier 1 for Goodyear G3X: 600 Net Shipments
 - Minimum Tier 1 for Cooper Medallion: 300 Net Shipments
 - Minimum Tier 1 for Mastercraft Century: 240 Net Shipments
3. Payout will be paid out on all reported Net Purchases; Rate will be calculated at the Net Shipment level.
4. Tire Lines that will be eligible for this incentive include:
 - Goodyear G3X: Target & Mid-Target Product Lines
 - Cooper Medallion: Preferred Tires
 - Mastercraft Century: Preferred Tires
5. Payment distribution: Payment will be made to a Dealer after the completion of the current calendar year or Q1 2024.

G3X		Medallion		Century	
Tier 4	\$4	Tier 5	\$2.50	Tier 5	\$2.50
Tier 3	\$3	Tier 4	\$2	Tier 4	\$2
Tier 2	\$2	Tier 3	\$1.50	Tier 3	\$1.50
Tier 1	\$1	Tier 2	\$1	Tier 2	\$1
-	-	Tier 1	\$0.50	Tier 1	\$0.50

Additional Rate and Payment Information applicable to all program components:

- Incentive payments will be based on total consumer net unit purchases as recorded in the Goodyear WD POS system. **Only tires purchased for retail sales to consumers are eligible for this incentive.** Wholesale sales, sales to other dealers and deliveries for the account of Goodyear are not eligible for payment under this incentive. Total consumer units include the following brands: Goodyear, Dunlop and Kelly products. Additionally, in order to be eligible for incentive payments which exceed \$10,000 per quarter in total, dealer must, upon Goodyear's request, provide verification of eligible retail sales by providing point of sale information or other information necessary to establish eligibility.

Dealer Acquisition, Unit Quarterly and Annual Unit Change

If a Dealer acquires another Dealer with historic POS, the Acquired POS Retail location's history will be applied to the Acquiree's Monthly, Quarterly and Annual unit attainment targets for those same POS locations for that Calendar Year.

The incentive check payment will be sent to the Common Owner address and name listed in the most current signed dealer agreement.

If Common Owner is past due with Goodyear, any earned monies will be credited to Common Owner's account balance rather than issuing a check.

NO PAYMENT will be issued for quarterly incentive for \$25 or less. The Goodyear Tire & Rubber Company or one of its vendor's, will mail the incentive check directly to qualifying G3Xpress Dealers. For qualifying dealers with multiple locations, one check will be sent to their Common Owner address and name as listed in the most current signed dealer agreement. Allow 6 – 8 weeks for payment to be processed.

This program can be changed, modified or canceled at any time at Goodyear's discretion with or without advance notice. Goodyear may randomly audit and/or withhold payment at its discretion