


QUARTERLY CASH REWARDS

	TIER +	TIER 1	TIER 2	TIER 3	TIER 4
 Quarterly Bonus Purchase Requirements (Units)*	60-99	100-249	250-437	438-624	625+
Quarterly Bonus Payouts (per eligible tire)*	3%	4%	5%	6%	7%
Translating % to \$ Amount Per unit dollar equivalents are based on an average unit purchase price of \$160.	\$4.80	\$6.40	\$8.00	\$9.60	\$11.20

Secondary Distributor Support

You can partner with an additional ADVANTAGE Distributor to increase your Yokohama purchases and help you reach a higher tier, earning even more rewards! A minimum of 80% of quarterly units must be from your primary distributor for cash rewards to be earned on total purchases from primary and secondary distributors. If 80/20 rule is not met, purchases from a secondary distributor will count towards rate, but rewards will be paid on primary distributor purchases only.

ANNUAL TRAVEL REWARDS

	TIER +	TIER 1	TIER 2	TIER 3	TIER 4
 Annual Level Rewards Requirement (Units)	240-399	400-999	1,000-1,749	1,750-2,499	2,500+
Travel Voucher Value	—	\$375	\$500	\$650	\$750

INTERMEDIATE REWARDS



Marketing Funds

A 1% marketing fund is available to dealers reaching Tier 2 (1,000 annual units). If you reach 1,750 units, the fund becomes 2%.



Partners Program

Upon enrollment, you will have access to exclusive pricing and offers from a wide variety of premier partners.



Outdoor Signage

Earn an outdoor sign, plus normal installation costs, up to \$5,000, when you reach a minimum of 1,750 units in a calendar year.



Opening Kits

Enroll in the ADVANTAGE program and you'll receive a welcome kit from Yokohama, including banners, tire stands, tire centers and more.



Showroom Display

The first time you reach Tier 1 in a quarter, you're eligible to redeem a tire display to showcase the latest Yokohama tires.



Training Program

Upon enrollment, please register for EXCEED® at exceed.yokohamatire.com with your associate dealer number and ZIP code.

MAXIMIZE YOUR EARNINGS ONLINE

ADVANTAGE Online | ADVANTAGE.YOKOHAMATIRE.COM

ADVANTAGE Online helps you manage your growth and maximize your earnings in the Yokohama ADVANTAGE Program. And, if your distributors report daily, you'll be able to check your progress in the program every day or as often as you like. If you are not sure of your log-in, just call the program administrators at (866) 306-6448.



Joining the industry-leading associate dealer program is easy. Contact your local ADVANTAGE distributor or Yokohama Account Manager for complete enrollment requirements. Fill out an enrollment form, place a 24 unit minimum opening order, and you'll be on your way to big earnings with Yokohama.

*See official Associate Dealer Rules & Benefits for complete details.

ADVANTAGE PROGRAM RULES

DEALER ELIGIBILITY

- Enrollment into the Yokohama ADVANTAGE® Associate Dealer Program is subject to the approval of Yokohama.
- Must be a full-service retail dealer offering mounting, balancing and other automotive services.
- Must sell Yokohama tires only within the United States and within a reasonable geographic radius from the business location.
- Direct Consumer Yokohama dealers and franchisees associated with such dealers cannot enroll as associate dealers.
- Auto dealers (OEM) are not eligible for the ADVANTAGE Program.
- Associate dealers that purchase fewer than 100 units annually through their ADVANTAGE designated distributors will be removed from the Yokohama dealer locator and are subject to removal from the program.
- Any Associate Dealer who moves to a new address must submit a Location Change ADVANTAGE Reinstatement Form. If approved by Yokohama, the associate dealer's enrollment status will be reinstated at the new place of business.

ENROLLMENT

To begin the enrollment process, complete the 2023 Associate Dealer Enrollment Form. Place a minimum opening order of 24 units with your designated primary distributor (can be placed in a single order or as a collective sum over 30 days from your enrollment). Deadline for enrollment in a given quarter is the 15th day of the last month of that quarter.

ONLINE TRAINING

At least one person per dealer location must complete EXCEED® - Yokohama's online training program.

- For dealerships that enroll in the first half of the year, training must be completed by December 31st of the year enrolled.
- For dealerships that enroll in the second half of the year, training must be completed by December 31st of the following year.
- Please register at exceed.yokohamatire.com with your associate dealer number and ZIP code.

EARNING REWARDS

ADVANTAGE rewards are awarded after achieving specific tier level requirements. Bonus percentage is based on associate dealer purchase price from your designated primary and secondary distributors when a minimum of 80% of your quarterly units are purchased from your primary distributor (see the rewards chart on the reverse side for tier level requirements).

- When a dealer designates a secondary distributor, cash rewards are paid on purchases from both distributors provided that a minimum of 80% of quarterly units are from your primary distributor. If less than 80% is purchased from your primary distributor, purchases from your secondary distributor will count towards rate, but rewards will be paid on primary distributor purchases only.
- Commercial 17.5" and 19.5" rim diameter and Light Truck Commercial (LTC) treads are eligible on the ADVANTAGE Consumer program. For ADVANTAGE Consumer dealers that are also enrolled on the ADVANTAGE Commercial program, LTC and Commercial 17.5" and 19.5" rim diameter purchases should only be reported through the commercial program.
- Exclusive treads, commercial treads (non-17.5" and 19.5" rim diameter) and racing slicks are not eligible for the program.
- Only purchases made for retail transactions are eligible for this program. Purchases made for Auto Delivery Programs or any other distributor type transactions are ineligible.
- Tier level requirements are on a per-location basis. When Yokohama purchases for multi-location associate dealers are reported as a combined total, we reserve the right to require purchases to be divided among each location to arrive at the per-location quarterly and annual units achieved.
- Your distributors will handle the paperwork to validate your Yokohama purchases. Distributors have 7 days after the end of the month to submit your purchases to Yokohama.

TRANSFERRING DISTRIBUTORS

- Primary distributor transfer requests can only be initiated by dealers who have been enrolled in the program for at least one year.
- Primary distributor transfers are only authorized for dealers who have been under-tier for one quarter, or for prolonged tier level drops within the ADVANTAGE program. All exceptions to this rule must be approved by the Consumer Sales Vice President. Secondary distributor transfers are allowed for both under-tier and at-tier dealers.
- Once a dealer has transferred their primary distributor, that dealer may not initiate another primary distributor transfer for 24 months from the last transfer quarter. Secondary distributor transfers can occur once every 12 months from the last transfer quarter.
- The primary distributor to whom you are switching must have been active in the ADVANTAGE program for a minimum of 6 months. Similarly, you cannot switch to a new location of an existing distributor, until that location has been actively selling Yokohama tires for 6 months. There is no time limitation for secondary distributor transfers to new distributor locations.
- Your applicable Yokohama Account Manager & Regional Director must approve all primary and secondary distributor transfers.
- Transfers are only effective at the beginning of a new quarter and require 2 weeks' notice.
- If you transfer mid-quarter, you forfeit all benefits earned as a result of purchases from your original primary/secondary distributor.
- If approved, you will receive quarterly rewards based on your performance with the new distributor beginning the transfer date/quarter designated on the Distributor Transfer Forms.

MINIMUM ADVERTISED PRICE (MAP) POLICY

- Associate Dealer shall at all times comply with and be subject to Yokohama's Minimum Advertised Price Policy then in effect (the "MAP Policy").
- The MAP Policy can be found on the Rules & Benefits page at ADVANTAGE.yokohamatire.com.
- If Associate Dealer violates the MAP Policy, Yokohama may exercise any and all of the rights and remedies under the MAP Policy in addition to any other rights and remedies provided in this Agreement or under applicable law.
- Associate Dealer shall maintain complete discretion as to its pricing practices.