



**BRIDGESTONE**



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2023  
**Dealer Program**  
Distributor Billed

# Success matters. Partnership is what really matters.

At Bridgestone, we understand that your success is our success. That’s why we were the first in the industry to create a dealer program. It gives you the tools and incentives to sell more tires. Over the years, we have developed and optimized our program to be the most robust in the industry. What we offer you is a dedicated partner whose mission is to provide you a complete portfolio of products and solutions that can help you grow into a leader in your market.

### Program Benefits

- Retail Brand Support Dollars
- Secondary Distributor Option
- Spiff Rewards for Selling Teammates
- Dealer Website Portal
- Marketing Resources
- Top Dealers Awards Trip Incentive
- Vendor Discount Programs
- Consumer Rebate Promotions
- Dedicated Consumer Credit Card
- Brand and Promo POP Kits
- TireConnect Online Selling Solution
- Nationwide Service Repair Warranty
- Nationwide Tire Protection Plan
- Tire & Sales Education Website
- Sell-out Programs: Firestone National Account, Government/Utility, and Light Truck Fleet
- Premium Tire Ownership Program

### Commitment

- Minimum 300 tire purchases annually
- Physical retail business that installs tires

### Payout

- NEW! Dealer will now be eligible to earn Retail Brand Support (RBS) on gross tire purchases including Firestone National Account, Government/Utility, and Light Truck Fleet Transfers.
- NEW! RBS is now paid on Fuzion brand tire purchases.
- RBS is calculated and paid quarterly via direct deposit.

## Passenger & Light Truck Products

Get Your Business Moving With A Wide Array Of Tires For Every Price Point  
At Bridgestone, we offer a complete lineup of tires to meet every customer’s need and price point.

**BRIDGESTONE**



The global leader in tire technology and innovation, Bridgestone designs high-performance passenger and light truck tires for virtually every application. When you think the absolute highest quality in engineering, you think Bridgestone.

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|--------------------|---------------------|
| <b>ALENZA™</b>     | <b>ECOPIA™</b>      |
| <b>BLIZZAK™</b>    | <b>POTENZA™</b>     |
| <b>DRIVEGUARD™</b> | <b>TURANZA™</b>     |
| <b>DUELER™</b>     | <b>WEATHERPEAK™</b> |

**Firestone**



For more than 100 years, Firestone passenger and light truck tires have worked hard and delivered dependability. When your customers need a tough tire they can count on to get the job done, they turn to Firestone.

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|---------------------|---------------------|
| <b>ALL SEASON™</b>  | <b>TRANSFORCE™</b>  |
| <b>DESTINATION™</b> | <b>WEATHERGRIP™</b> |
| <b>FIREHAWK™</b>    | <b>WINTERFORCE™</b> |

**FUZION**



Bridgestone sells the Fuzion line of tires through its network of affiliated retailers. Designed with value and performance in mind, Fuzion tires fit a wide range of applications that help you reach a large, untapped audience.

- Fuzion A/T
- Fuzion Max Traction
- Fuzion Highway
- Fuzion Sport
- Fuzion Touring



# Unmatched Total Support for Distributor Billed Affiliated Retailers

## 2023 Program Support Summary

### Retail Brand Support (RBS)

- Authorized Bridgestone Distributor Billed Affiliated Retailers earn RBS based on annual unit purchases (calculated and paid quarterly).
- **RBS RATE** is based on annual gross purchases of Bridgestone, Firestone and Fuzion passenger and light truck tires from your primary wholesale distributor and authorized secondary wholesale distributors per retail point of sale.
- **RBS PAYMENT** is made quarterly and calculated by using the Bridgestone Distributor Billed Affiliated Retailer base of calculation price of each gross unit purchased (gross units x quantity x RBS rate percentage earned). Bridgestone will pay RBS on gross units purchased from an authorized secondary distributor up to 25% of total purchases.
- **MULTI-LOCATION DEALERS:** RBS schedule (next page) is based on single retail points of sale. Multi-locations dealers will be grouped for rate and payment.  
***Example:** Dealer with 3 locations that purchased a total of 6,400 gross units (BS/FS/FZ) as a group would earn at the 7.0% RBS rate. (6,400 / 3 = 2,133 which is > 2,100).*
- **RETRO PAYOUT:** Bridgestone will determine if the dealer is eligible for retro RBS payment at end of year.

#### Program Notes:

- Distributor billed retailers' pricing is managed by their authorized wholesale distributor (Primary & Secondary). Bridgestone does not bill retailer directly nor does Bridgestone recommend a price.

- Dealer must be retail facing to be eligible.
- All multi-location Affiliated Retailers must have a Bridgestone issued 6-digit account number for each point of sale.
- Bridgestone will publish a Bridgestone Distributor Billed Affiliated Retailer "Base of Calculation" price file quarterly for the purpose of RBS calculation only (subject to change).
- **NEW** RBS Payment will be on gross Bridgestone, Firestone, and Fuzion purchases. Dealer will now be eligible to earn RBS on Firestone National Account, Government/Utility, or Light Truck Fleet transfers.
- RBS dollars do not include possible tire purchase specials and/or promotions that might increase the value of the program.
- **PROGRAM TERMS & CHANGES DISCLAIMER:** Bridgestone may change, modify or cancel any dealer programs, including, without limitation, the RBS program, without prior notice to you or any other dealer. Participation in Bridgestone programs may also be subject to individual terms and conditions. Please see your Area Sales Manager for details.

**BRIDGESTONE**

**Firestone**

**FUZION**

ANNUAL GROSS  
PURCHASES PER  
LOCATION

3,000  
2,700  
2,400  
2,100  
1,800  
1,500  
1,200  
900  
600  
300

**BRIDGESTONE**

**Firestone**

**FUZION**

QUARTERLY GROSS  
PURCHASES PER  
LOCATION

750  
675  
600  
525  
450  
375  
300  
225  
150  
75

**BRIDGESTONE**



RETAIL BRAND  
SUPPORT % RATE

8.5%  
8.0%  
7.5%  
7.0%  
6.5%  
6.0%  
5.5%  
5.0%  
4.5%  
3.5%



# Network Support

## Your Local Stores Backed By A National Marketing Team

At Bridgestone, we’ve created a whole package to help you sell more tires. From sales kits and warranties to finance plans, we have more tools to help motivate your customers in the purchase process.

### National Promotions Rebate Program

National promotions run throughout the year and reward consumers who purchase a set of eligible tires with a Prepaid Visa® reward card.

### Premium Tire Ownership Program

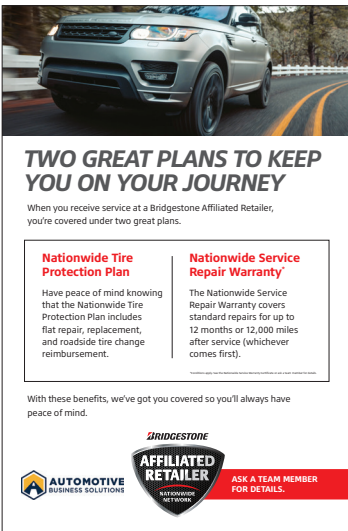
A great opportunity to get Bridgestone and Firestone tires on vehicles of your employees at a discount. We have updated the offerings for 2023 with our newest patterns! Exclusions apply.

### Dedicated Consumer Credit Card

To help retain more of your customers, we provide a dedicated Bridgestone Affiliated Retailer Nationwide Network consumer credit card.



Platinum  
Pact



## 2023 National Promotion Campaign Schedule\*

Promotion	Offer Dates
Bridgestone & Firestone	March 1–March 31
Bridgestone & Firestone	May 1–Sept 4
Bridgestone & Firestone	Oct 1–Oct 31

\*Promotion dates and details subject to change.

### Brand & Promo POP Kits

- Bridgestone and Firestone brand in-store P.O.P.
- National Promotion in-store P.O.P.

### As a Bridgestone Affiliated Retailer, you can provide these warranties:

- Bridgestone and Firestone 90-Day Buy & Try Warranty
- Bridgestone Platinum Pact Warranty
- Firestone Gold Pledge Limited Warranty

### Nationwide Service Warranty

- Covers standard repairs (12 months/12,000 miles)
- Outside 25-mile radius of originating retailer
- No charge back to originating retailer
- Extension of the dealer’s normal service warranty

### Nationwide Tire Protection Plan

- Replacement (prorated after the first 33% of tread wear)
- Flat repair
- Roadside tire change reimbursement (first 24 months)

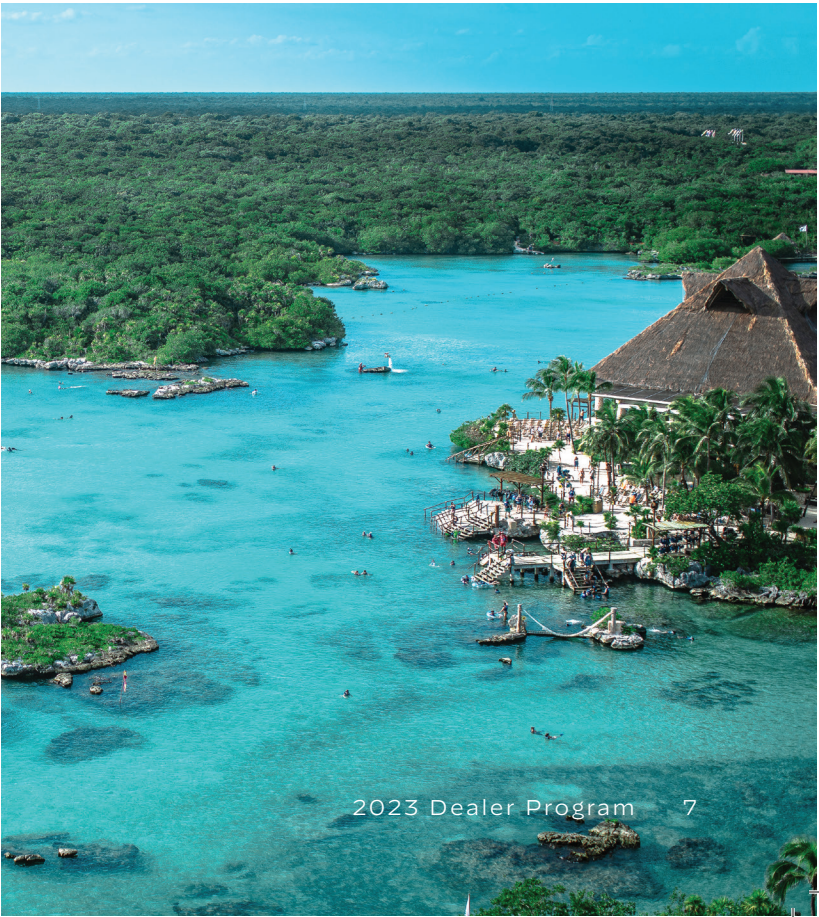
# Trip Incentives

## We Want To Send You Away

We are always looking for ways to show our appreciation to our best dealers. The incentive program that we have put together is unmatched. Our rewards are designed to create a once-in-a-lifetime experience that will be unforgettable. Subject to terms and conditions.

### Past Destination:

- Cancún, Mexico





# Partnership Opportunities

## Get Support From Many Other Teams

As a valued member of our network, when you reach certain milestones you have access to some of the partnerships that Bridgestone and Firestone have created and grown over the years. It's an opportunity to grow your business by aligning with some of the biggest crowd-pleasing brands around.<sup>1</sup>

### Pass Through Rights – Consumer Sales Promotions

- Ability to utilize certain league, team, event and sponsorship marks pursuant to pass through rights secured by Bridgestone as part of consumer sales promotions or sweepstakes (advertising, in-store POS, etc.)

### Dealer Incentive Programs

- Ability to utilize tickets, hospitality access and unique experiences to build dealer incentive programs/sweepstakes<sup>1</sup>

### Customer Hosting & Hospitality Opportunities

- Ability to utilize tickets, hospitality access and unique experiences at both national and regional events<sup>1</sup>

### Athlete Integration

- Potential to leverage signed athletes for speaking engagements, team meetings, in person or virtual appearances, promotional campaigns, social media, etc. (additional fees could apply). Please reach out to the Sports Marketing team to learn more about the current list of athlete partnerships.

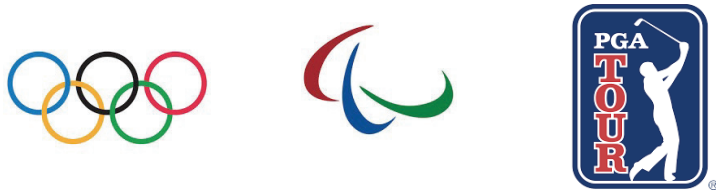
- Mario Andretti can be used for dealer and customer events with no appearance fee based on availability (travel and expenses would be charged)

### Engage with the Olympic & Sports Marketing team or Motorsports team prior to making commitments on tickets and presenting to leadership

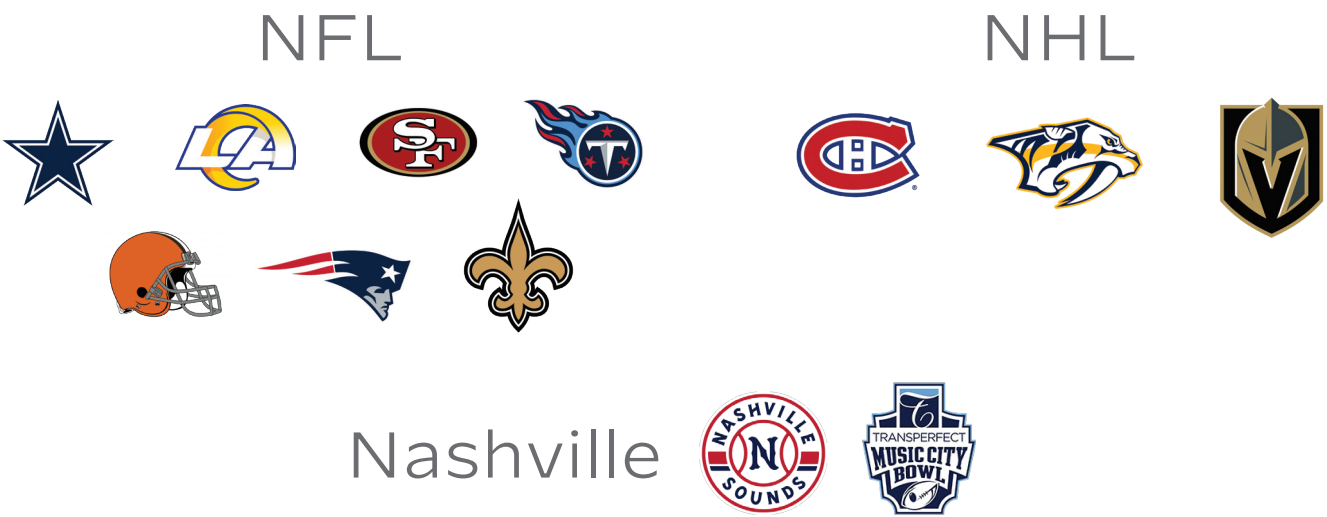
- Sports & Olympic Marketing team: Olympics, PGA Tour, NFL, NHL, Nashville Sounds and Music City Bowl
- Motorsports team: INDYCAR, INDY NXT, Indy 500, BIGFOOT and Mario Andretti

See Area Sales Manager for complete details.

# BRIDGESTONE



## Partnerships<sup>2</sup>



# Firestone



Mario Andretti



# Dealer Platforms

## Bridgestone Dealer Portal

As an Affiliated Retailer, you have complete access to our Dealer Portal (**affiliatedretailer.net**). With tools like the Affiliated Retailer Network Support Guide and a Sales Performance Dashboard, the Dealer Portal is your entryway into making doing business easy - just like it should be.

- Access tons of relevant Bridgestone/Firestone selling resources
- Track your annual value statement
- Review all Bridgestone program details
- Stay up-to-date with Bridgestone’s latest incentive programs

## BridgestoneMarketing.com

When you partner with Bridgestone, our world-class marketing resources are available to you at the touch of a button. We offer the industry’s premier dealer resource platform that gives you access to award-winning professional resources.

- Marketing Materials
  - Ad templates
  - Image and logo resources
- National Marketing Calendar
  - Leverage our national media presence to boost your local advertising
- Showroom Support and Collateral
- Product Information



## Product Hub

Interact with the facts! Featuring video, key selling stories and 3D interactive tires, this portal is your gateway to Bridgestone and Firestone product knowledge.



Scan the QR code to visit  
ProductLaunch.BridgestoneAmericas.com

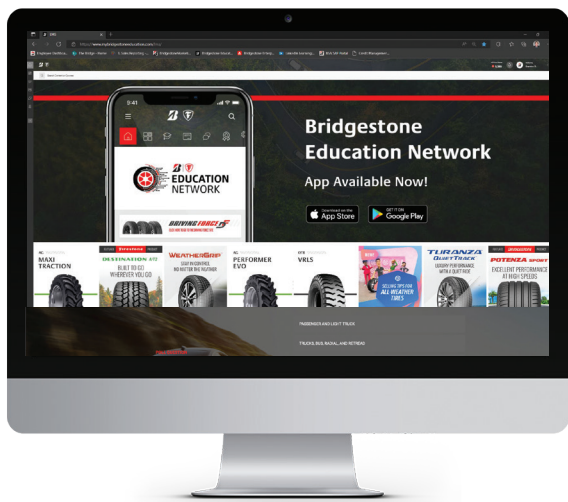




# Digital Tools

## Digital Tools For Your Journey

When you hit your goals, we all win. Bridgestone provides you with digital tools and incentives to become your customer's go-to experts with our online education. Plus, we offer you resources to dial in your business and your rewards.



### Driving Force

The Driving Force program equips your team with the tools needed to become a true tire expert, and then rewards you for putting your knowledge to work by selling eligible Bridgestone and Firestone tires.

### MyBridgestoneEducation.com

An easy and fun place for you to find your online courses and increase your knowledge. Personalize, upload your picture, track your progress, engage challenges, and earn badges to achieve higher rankings on the leaderboard.

- Earn spiffs for courses completed
- Achieve rank of Master
- With your plaque, you'll be recognized for the skills and rank you achieve

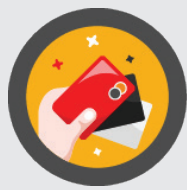
The following are examples of a few types of badges that can be earned for completing online courses:



2023  
ProCert



Master of  
all Things



Credit  
Card Guru



### TireConnect

A software platform providing tire retailers with commerce solutions.

- Extends POS capabilities
- Provides live wholesales connectivity
- Offers online tire sales and procurement solutions



## When Confidence in the Rain Matters.

A little rain won't delay your customers' arrival when they switch to Bridgestone WeatherPeak tires. Help them stay in control with enhanced wet performance for better acceleration and grip on the road. A dependable tire matters. Your customers' confidence in every turn, every season—that's what really matters.

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**WEATHERPEAK™**

**BRIDGESTONE**  
Solutions for your journey





# Tools/Resources

## More Tools. More Resources.

The Bridgestone Affiliated Retailer Nationwide Network was the first of its kind. We created it to provide you with easy access to the resources you need to sell more tires. Since day one, we have made it our goal to provide you with a complete program that gives you more time serving your most valued asset—your customer.

### Advertising & Sales Promotions

We offer a comprehensive program that works at every imaginable touchpoint to bring traffic to your store. From the smallest details to large-scale retail marketing support, when you partner with Bridgestone you have our complete support.

### Apparel & Accessories

We provide you Bridgestone and Firestone branded apparel and accessories to let your customers know with whom you are affiliated.

### Automotive Parts

When you partner with Bridgestone, you have access to great parts programs from most of the major auto parts stores.

### Automotive Service & Repair Assistance

Make the repair process easier and more efficient. With Bridgestone, you'll have access to some of the best online resources like All Data, Indentfix, Mitchell 1 ProDemand and Excel Tire Gauge.

### Credit Card Program

By providing you a dedicated CFNA credit card option, we give you another avenue to assist customers in the purchase of tires.

### Education & Training

As a partner, we want you to be up-to-date on all of our product offerings. That's why we offer online education opportunities as well as Drive & Learn opportunities, including Steamboat winter driving school.

### Incentive Programs

We understand that sometimes it takes a little extra to close a sale. That's why Bridgestone offers incentive programs to help you sell more.

### Nationwide Network Warranty Programs

Give your customers confidence when they do business with an exceptional warranty.

### Oils & Lubricants

We partner with Shell, the best oil and lubricant manufacturer, giving your customers confidence in choosing you as their service provider.

### Products

As a partner you have access to Bridgestone, Firestone, Fuzion and Firestone Antique Tires (Coker Tires), giving you the broadest assortment of tires at multiple price points.

### Retail P.O.P.

As a partner of Bridgestone, we offer comprehensive in-store advertising to attract and educate your customers.

### Sell-Out Programs

We aren't just focused on your inventory, we want to help you sell—that's why we've developed a number of strategic programs to push sell-out.

# Priority Partners



For More Information, Contact Your Area Sales Manager Or Visit [AffiliatedRetailer.net](http://AffiliatedRetailer.net)



