

New Dealer Enrollment Form

Dealer must complete all required information on this Enrollment Form to be approved for the Pinnacle program. All of the information marked with an asterisk is required. Your enrollment will not be processed by your distributor without the required information.

Program Administrators: Once complete, please submit all details online at CooperPinnacle.RewardsLoyalty.com in the Enrollment Tab.

Dealer Information

*Date of Enrollment (MM/DD/YYYY) _____

*Dealer Principal (Owner) _____

First Name: _____ Last Name _____
Payments in the program will be in this name

*Email Address _____

Mobile Phone _____

Store Information

*Business Name _____

*Physical Store Address _____

*City _____ *State _____ *Zip Code _____

*Store Phone Number _____

Are you aggregating your purchases under one enrollment?

Yes _____ No _____
Distributor, please contact cooper for more information.

Do you have the capability to service fleets?

Yes _____ No _____

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HIGH PRIDE OF OWNERSHIP STARTS WITH LOW COST OF OWNERSHIP

CooperTruckTires.com



WE KNOW NORTH AMERICAN ROADS

RoadmasterTires.com

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PINNACLE™
Commercial Truck Program



2021

Welcome!

The Cooper Tire Commercial Team would like to officially welcome you to the new Pinnacle Commercial Truck Program for Cooper Commercial tires launching 01/01/2021! The Pinnacle Program is all about selling commercial tires, and we are confident with this program, together we will do just that. Pinnacle is a secondary loyalty program that rewards you based on your volume of Cooper Commercial and Roadmaster purchases.

What does Pinnacle mean for you?

- The opportunity to purchase Cooper's complete Commercial product offering (Cooper Commercial & Roadmaster Brands)
- The ability to earn rewards at three different levels to suit any business size

Payout Schedule

Payout Level	Minimum Cooper TBR units per quarter	TOTAL purchases per quarter	Roadmaster	Cooper TBR 17.5/19.5	Cooper TBR 22.5/24.5
Silver	16	50-100	\$3	\$5	\$5
Gold	24	101-200	\$4	\$5	\$10
Diamond	48	201+	\$5	\$5	\$15
Cooper Plus	100+	\$500 bonus earned when 100+ Cooper units purchased per quarter! Maximum of one bonus payout per quarter.			

Eligible Products

All products are available on the Pinnacle Program



Cooper
PRO Series

Cooper
WORK Series

Cooper
SEVERE Series



Roadmaster Steer/
All Position Tires

Roadmaster
Drive Tires

Roadmaster
Trailer Tires

For a list of eligible lines, go to CooperTruckTires.com

For a list of eligible lines, go to Roadmaster.com

Payouts

- Three payout levels & Cooper Plus Bonus
- Issued quarterly on a reloadable Visa
- Each quarter's purchases stand alone for payout level attainment
- Year-end true-up process

Purchase Requirements

- 75% from your Primary Distributor and 25% from any registered Secondary Distributor(s)
- Minimum Cooper Commercial Brand purchase requirement at every payout level

Cooper reserves the right to audit or change the program at any time. See Terms & Conditions for complete Program rules.



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Are you interested in participating in Cooper's National Account Program as a Bolt-On Dealer?

Yes _____ No _____

If "yes" to the above, you will be contacted by a Cooper National Account Sales Rep to determine eligibility.

If you need to register multiple locations for the same Dealer you must fill out a separate New Dealer Enrollment Form for each.

Do you already have a store signed up for this Pinnacle Program?

Yes _____ No _____

If "Yes" to the above, please indicate the Dealer Member Number for your existing store: _____

Distributor Information

*Primary Distributor Business Name _____

*SAP Number (Location Specific) _____

*Distributor Sales Rep First Name _____

Last Name _____

The undersigned dealer hereby makes application for enrollment in the Pinnacle Program, Pursuant to the Program's Terms and Conditions, a copy of which is available for the Distributor Sales Representative. Dealer acknowledges that it has read, understands and agrees to abide by the Program's Terms and Conditions. Dealer understands and agrees that it will not be a participant in the Program until all approvals are provided. Dealer's continued participation in the Program shall be in accordance with the Terms and Conditions of the Program.

Acknowledged and agreed to:

*Dealer Signature _____

Title _____

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