

BRANDING & POINT OF SALE MATERIALS:

A variety of interior and exterior signs are available to participating dealers at no charge. Exterior illuminated signs are available. For more information please talk to your sales representative

SIZE	TYPE	ANNUAL UNITS
1' X 3"	INTERIOR	Illuminated Sent to new dealer w/150 units purchased
2' X 6'	INTERIOR OR EXTERIOR	Metal Leader (500+)

Once officially activated, new dealers receive a Pirelli branded Welcome Kit with show room POP displays along with sales & marketing materials.



TRAVEL REWARDS:

Dealers who purchase 2,000 tires or more annually will earn a trip for two to our annual FasTrack Dealer Reward Trip.



Dealers who purchase 3,500 tires or more annually will earn a trip for two to our annual FasTrack Dealer Reward Trip, plus their choice of additional travel benefits.

DEALER'S CHOICE:
Receive a complementary 2-night trip extension
OR
Receive a \$1,000 travel voucher

Dealer Trips include an all-inclusive stay, and round trip airfare. All attendees must be 21 or over. Travel reward rate is earned at Common Owner level. No alternatives, cash or other substitutions will be offered for trip rewards.

FASTRACK
RACE FOR SUCCESS™

2020

PIRELLI

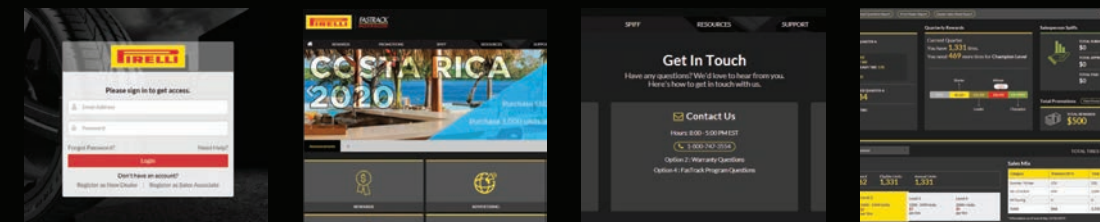
ASSOCIATE DEALER PROGRAM

The FasTrack Associate Dealer Program offers Independent Tire Dealers the opportunity to improve profits and increase sales by earning rewards on Pirelli tires purchased through selected Authorized Distributors. All Pirelli branded passenger, SUV, and non-commercial Light Truck tires, including Winter tires, are eligible for the program.

Becoming an Associate Dealer with Pirelli is fast, easy, and rewarding. Complete program information and a link to the program application can be found at Pirelliportal.us.

DEALER PORTAL:

Pirelliportal.us is the exclusive Pirelli Dealer Portal where not only can you see all of your purchase activity and rewards earnings on the program, but also see the latest product info, promotions, and announcements from Pirelli!



COMPREHENSIVE PRODUCT OFFERING:

PIRELLI PERFECT FIT: Tailor made tires for your car



ALFA ROMEO	DALLARA	LOTUS	PORSCHE
ALPINA	FERRARI	MASERATI	ROLLS ROYCE
ASTON MARTIN	HYUNDAI	MCLAREN	TESLA
AUDI	JAGUAR	MERCEDES	VOLVO
BENTLEY	LAMBORGHINI	MINI	
BMW	LAND ROVER	PAGANI	

PIRELLI Plus LINES:



Becoming an Associate Dealer with Pirelli's FasTrack team is fast, easy and rewarding!

THE FOLLOWING IS REQUIRED FOR PROGRAM CONSIDERATION:

- Dealer must have a retail / brick and mortar storefront
(E-commerce / internet-only retailers are not eligible)
- Completed enrollment form
- Picture(s) of the location(s)
- Dealer distributor selections

ADDITIONAL REQUIREMENTS:

- Opening Order Requirement: 48 units within 90 days
(Approved dealers are enrolled on a probationary basis, pending achievement of 48 unit opening order requirement)

NEW

DISTRIBUTOR SELECTIONS :

MAXIMUM PROGRAM EARNINGS! Dealers are allowed to select a primary distributor, and up to 3 secondary distributors!

DEALER REWARDS:

Dealers earn **QUARTERLY REWARDS** based on the product category, starting at only 48 units per quarter.

In the case of a Common Owner Group, quarterly rewards will be based on the combined unit totals for each product category divided by each Enrolled Location to arrive at the quarterly units achieved per location.

PRODUCT CATEGORY (TIRES)	STARTER (48 - 124)	LEADER (125 - 249)	WINNER (250 - 449)	CHAMPION (450 +)
SUMMER & WINTER	\$ 4.00	\$ 7.00	\$ 10.00	\$ 12.00
ALL SEASON & LT/SUV	\$ 3.00	\$ 5.00	\$ 7.00	\$ 9.00
P4 A/S TOURING	PURCHASES COUNT TOWARDS REWARD RATE			

Unit level requirements are per-enrolled location, paid quarterly via EFT/ACH

ANNUAL CASH REWARDS are paid directly to Authorized Dealer at the close of the calendar year.

In the case of a Common Owner Group, rewards are calculated and earned at the Group level (all unit purchases are combined)

ANNUAL TARGETS	
500 - 999 TIRES	\$ 1.00
1,000 - 1,499 TIRES	\$ 2.00
1,500 - 1,999 TIRES	\$ 3.00
2,000 + TIRES	\$ 4.00

**Paid annually via EFT/ACH*

SALES ASSOCIATES CAN EARN CASH REWARDS when selling Pirelli! To be eligible, sales associates must complete selected learning modules in the Pirelli Tire Campus e-learning training system, and submit a W9 form. Once approved, associates can collect rewards by uploading the claim info at Pirelliportal.us. Rewards amounts and eligible product lines will be announced quarterly. Approved claims will be paid via prepaid Visa card.

GROWTH REWARDS:

Dealers who grow their business by 10% over the previous year will earn \$1.50 per tire on eligible purchases.

PROGRAM COMPLIANCE
Q1 - Q4

&

500+ TOTAL
UNITS

&

10% OR MORE
OVER PREVIOUS
YEAR

\$ 1.50 PER TIRE
ON ELIGIBLE
PURCHASES

**Dealer must meet minimum compliance (Starter Level – 48 units per enrolled location) or more per quarter, and purchase a total of 500 or more units in 2020 to be eligible for growth rewards.*