

ADVANTAGE

YOKOHAMA ASSOCIATE DEALER PROGRAM®



REWARDS LIKE NO OTHER



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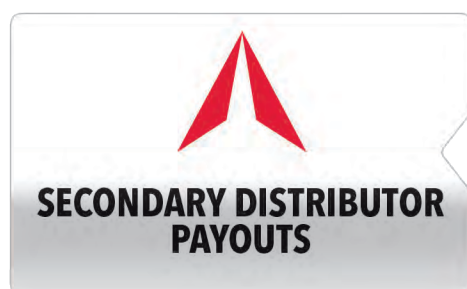
When you partner with Yokohama, we strive to give you every advantage possible. Our ADVANTAGE Associate Dealer Program delivers tires with ground-breaking technology, extensive marketing tools to help drive your sales and the most comprehensive rewards in the industry.

QUARTERLY CASH REWARDS

With ADVANTAGE you can earn lucrative payouts, including cash bonuses up to 7% on **all** current Yokohama consumer treads...and more!

New for 2022: Commercial 17.5" and 19.5" rim diameter and Light Truck Commercial (LTC) treads are now eligible on the ADVANTAGE Consumer program.

	TIER +	TIER 1	TIER 2	TIER 3	TIER 4
 Quarterly Bonus Purchase Requirements (Units)¹	60-99	100-249	250-437	438-624	625+
Quarterly Bonus Payouts (per eligible tire)²	3%	4%	5%	6%	7%
Translating % to \$ Amount Per unit dollar equivalents are based on an average unit purchase price of \$130.	\$3.90	\$5.20	\$6.50	\$7.80	\$9.10



Secondary Distributor Support


You can partner with an additional ADVANTAGE Distributor to increase your Yokohama brand purchases and help you reach a higher tier level, earning even more rewards! A minimum of 80% of quarterly units must be purchased from your Primary Distributor in order for ADVANTAGE cash rewards to be earned on total purchases from both primary and secondary distributors.

¹If your annual purchases exceed the level earned on a quarterly basis, the difference between the higher level and the amount already paid will be issued by check or direct deposit following the 4th quarter payouts.

²Payout percentage is applied to total Yokohama purchases reported through your designated primary and secondary distributors when a minimum of 80% of quarterly units are purchased from the 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.

ANNUAL TRAVEL REWARDS

Yokohama's travel rewards give you the flexibility to go where you want, when you want with travel vouchers up to \$750.

	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 Value³	—	\$375	\$500	\$650	\$750

COMPREHENSIVE MARKETING REWARDS

Obtain tools to help you sell more and earn more, including branded signage, showroom displays and uncapped marketing funds to invest in custom advertising.

Below rewards are earned after reaching certain tier requirements (see next page for details).⁴

MARKETING FUNDS

Earn uncapped marketing funds to spend on your website, direct mail, radio and other media.

SIGNAGE

Receive an indoor L.E.D. sign and outdoor signage with up to \$5,000 for installation.

DISPLAYS

Showcase your Yokohama tires with our compact and adjustable display.

PARTNERS PROGRAMS

Get exclusive pricing and offers from leading industry partners.



MAXIMIZE YOUR EARNINGS ONLINE

ADVANTAGE Online helps you manage your growth and maximize earnings.

If your distributors report sales daily, you'll be able to check attainment status everyday or as often as you like. Available features include:

- Performance Tracking
- Tier Level Projections
- 80/20 Compliance
- Reward Redemption Tools
- Rewards History
- Marketing Funds Claim Status
- Program Updates
- Product Resources

Upon enrollment, you'll be emailed your log-in credentials. You can then access ADVANTAGE Online two ways:

1. Visit **ADVANTAGE.yokohamatire.com**
2. Visit yokohamatire.com, select "DEALERS & FLEETS" and then select "ADVANTAGE Associate Dealer Website"



³Yokohama will cover all usual booking fees (some exceptions apply, refer to your certificate for details).

⁴Showroom display and outdoor sign are one-time only rewards. Associate dealer can initiate redemption upon receipt of reward notification from Yokohama. Partner rewards will be distributed by the individual vendor.

REWARDS REDEMPTION GUIDE

ADVANTAGE makes it easy to earn and redeem your rewards—simply follow the guide below. Visit ADVANTAGE.yokohamatire.com to help manage your earnings.

TO REDEEM



CASH

3%-7% cash back on quarterly purchases.

When you reach quarterly purchase requirements, you earn a percentage of your purchases back (see rewards chart on the first page). Your distributors will handle all of the paperwork and payouts will be in the form of a check or direct deposit. To enroll for direct deposit visit ADVANTAGE Online.*

MARKETING MADE SIMPLE

The steps are easy to follow and Yokohama is there to help you at every turn.

1

EARN YOUR MARKETING DOLLARS

Reach Tier 2 & earn marketing funds

Accrue funds at a rate of 1% once you reach 1,000 units and 2% once you reach 1,750 units in a calendar year. Please refer to the Marketing Funds guidelines for complete details.

Keep track of your fund availability

All funds are valid until December 31st of the year following the quarter they are earned. For example, funds earned in the 3rd quarter of 2022 will expire on December 31st, 2023.

2

DETERMINE WHAT MARKETING ACTIVITIES WORK FOR YOU

Prior approval from Yokohama is required for some marketing activities, see Marketing Funds guidelines for details.



PRINT MEDIA



RADIO



TV



DIGITAL MEDIA



BILLBOARDS



APPAREL/GEAR



CONSUMER PROMOTIONS

3

MAXIMIZE YOUR REIMBURSEMENT

Secure Prior Approval

Prior approval is required on materials that are not created or provided by Yokohama. Reimbursement claims without prior approval may be denied.

- **Submit electronic samples to:** Yokohama@ansira.com.
- **Submit hard copies to:** Yokohama ADVANTAGE, C/O Ansira, 35 E. Wacker Dr., Suite 1100, Chicago, IL 60601.

Reimbursement Qualifications

Full reimbursement applies when:

- Competitive products are not featured.
- The Yokohama logo is shown correctly.
- Tire images and logos are shown correctly.
- Prior approval is obtained.
- Authorized vendors are used.

Pro-Rated:

- If other brands are featured, only Yokohama's portion is reimbursable.

Apparel & Specialty Items reimbursement:

- 100% reimbursement is available up to \$1,500 annually, if prior approval is obtained.
- Items ordered through Yokohama's E-store do not require prior approval. Visit merchandise.yokohamatire.com.

Retail Consumer Promotion reimbursement:

- Reimbursement is available up to an annual maximum of 50% of accrued funds (per Marketing Fund year) if prior approval is obtained.

Distributor Marketing Program reimbursement:

- Select distributor program fees are eligible for reimbursement. See Marketing Funds guidelines for complete details.

Reimbursement is not allowed on:

- Agency fees/commission.
- Media space or time received as part of a barter agreement.
- Production or artwork charges (TV & billboard production are eligible for reimbursement if Yokohama prepared materials are used).
- Distributor Marketing Program setup fees.

PARTNERS PROGRAM

ADVANTAGE associate dealers have access to exclusive pricing and offers from a wide variety of premier partners.

Partners
Program



A printing, marketing, and creative design company. BFM specializes in video advertising, geofencing, direct mail and social media campaigns on multiple platforms.



Offers practical insurance and risk management solutions for tire dealers.



An automotive aftermarket supplier with unrivaled strengths.



The most trusted provider of digital marketing solutions for the automotive industry.



The world's largest consumer finance provider.



Leader in road hazard, parts and labor, and vehicle appearance protection programs.



Delivers the hottest styles in custom aftermarket wheels.



THE VOMELA COMPANIES
TRANSPORTATION
Fleet & Commercial Graphics

Specializes in innovative vehicle wraps and showroom/window decals.



Committed to enhancing image and safety in the workplace.



A global leader in lightweight aftermarket aluminum wheels.

Each partner will take responsibility for distributing its own Partners Program rewards. Refer to ADVANTAGE.yokohamatire.com for more details.

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 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.

SIMPLE ENROLLMENT

- Complete the enclosed Associate Dealer Enrollment Form.
- Forward the form to your primary designated distributor.
- 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).
- Your primary distributor will submit enrollment form and proof of opening order to Yokohama via ADVANTAGE Online.
- If you wish to designate a secondary distributor, complete the Secondary Distributor Designation Form, and your designated secondary distributor will submit the form to your Yokohama Account Manager and Regional Director for approval.
- Receive a welcome kit confirming your enrollment in the program and providing further information.
- 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

- See the Quarterly Rewards Chart on the first page for tier level requirements.
- Bonus percentage is based on associate dealer purchase price from your primary and secondary designated distributors when a minimum of 80% of your quarterly units are purchased from the primary distributor.
- When a dealer designates a secondary distributor, cash rewards are paid on purchases from both distributors provided that a minimum of 80% of your 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. To verify your 80/20 compliance, visit ADVANTAGE.yokohamatire.com.
- **New for 2022:** Commercial 17.5" and 19.5" rim diameter and Light Truck Commercial (LTC) treads are now 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.
- Yokohama tires that are not eligible for the program include: exclusive treads, racing slicks, and commercial tires other than 17.5" and 19.5" rim diameter.
- 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.
- Associate Dealer Program is available to U.S. tire dealers only.
- 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.

QUARTERLY BONUS PAYOUT SCHEDULE

Qtr Earned	Month Paid
1 st	MAY
2 nd	AUGUST
3 rd	NOVEMBER
4 th	FEBRUARY

DISTRIBUTOR TRANSFERS

- A primary distributor transfer request can only be initiated by associate 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 and 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 will forfeit all benefits earned as a result of purchases from your original primary or 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 (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.



ADVANTAGE.YOKOHAMATIRE.COM