



**COOPER
TIRES**

MEDALLION™
Program

SHIFTING INTO A STRONGER YEAR, **TOGETHER**

BROUGHT TO YOU BY:

GOODYEAR



2023 PROGRAM BROCHURE

CooperMedallion.com

Updated December 2022



MEDALLION™

Program

BROUGHT TO YOU BY:





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MEDALLION™
Program

BROUGHT TO YOU BY:



SHIFTING INTO A STRONGER YEAR TOGETHER

The Cooper Medallion Program now offers more ways to earn than ever - thanks to our partnership with Goodyear. By leveraging the quality and service you've come to expect from both the Cooper and Goodyear Tires brands we've been able to **elevate the Cooper Medallion Program** to help you earn as much as possible for the purchases that you make. This includes **Cooper Medallion Plus**, a new way for the highest performing Dealers to earn even more with exclusive access to a Goodyear-focused Tire Category and Bonuses for Dealers that participate in both Cooper and Goodyear Loyalty Programs.

Here's to our strongest year of partnership with you yet!

Sincerely,

Matthew J. Gustoff
National Program Manager, Goodyear

NEW

INTRODUCING MEDALLION PLUS

Cooper Medallion Dealers in Tier 3, Tier 4 or Tier 5 are automatically being promoted to “Cooper Medallion Plus” Dealers. Cooper Medallion Plus Dealers can earn \$5 per tire when purchasing from the new, exclusive Goodyear Select group of tires. To be considered a Medallion Plus Dealer, you must:

- ✓ Achieve Medallion Tier 3, Tier 4 or Tier 5 as outlined on Page 7
- ✓ Not be enrolled in the Goodyear G3X Incentive Program
- ✓ Obtain Goodyear Select tires from an Authorized Goodyear Wholesale Distributor
- ✓ Note that eligible Goodyear product lines do not count towards your Cooper Medallion Total Tires each Quarter

NEW

EARN UP TO A \$9 BONUS PER TIRE WITH DEALER ELITE

Cooper Medallion Dealers that are also enrolled and at least Tier 1 compliant in Goodyear G3X and Mastercraft Century will earn even more for all eligible tires that they purchase in their respective programs!

See Page 10 for details.





MEDALLION™
Program

WELCOME TO THE COOPER® MEDALLION PROGRAM

THE PROGRAM THAT PAYS YOU FOR PURCHASING COOPER TIRES

You'll earn for *every Preferred Tire that you buy*, and get paid based on the Medallion Tier that you've enrolled in – there's no limit to how much you can earn!

Take advantage of our program perks, partner discounts, and special promotions to maximize your earnings and grow your business. Then, track your progress at **CooperMedallion.com** with your personalized, easy-to-use dashboard.

Now the Cooper Medallion Program offers more ways to earn than ever - thanks to our partnership with Goodyear.

Welcome to the 2023 Cooper Medallion Program!

TO ACHIEVE YOUR MEDALLION TIER

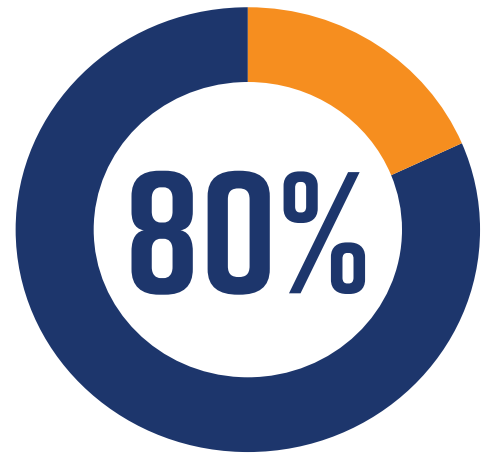
MEET ALL THREE PROGRAM
REQUIREMENTS:

PREFERRED TIRE PURCHASES



At least 50% of Quarterly Tier Requirement
must be Preferred Tires

PRIMARY DISTRIBUTOR LOYALTY



At least 80% of Total Tire purchases
must be from Primary Distributor

TOTAL TIRE PURCHASES



Must equal or exceed the required number of Total Tire purchases for your Medallion Tier

HOW TO EARN

THE COOPER® MEDALLION TIRE GROUPS:

PREFERRED TIRES	CORE TIRES		
	\$\$ - Discoverer® AT3^{4S}™ - Discoverer AT3^{LT}™ - Discoverer AT3^{XLT}™ - CS5 Grand Touring™ - CS5 Ultra Touring™	- Cooper Zeon RS3-G1™ - Discoverer EnduraMax™ - Discoverer STT Pro™ - Discoverer S/T^{MAXX}™ - Discoverer SRX™	- Discoverer SRX^{LE}™ - Discoverer Rugged Trek™ - Discoverer HT3™ - Cooper Endeavor Plus™ COMING IN 2023 Cooper Pro Control™ Cooper Discoverer Road+Trail AT™
	VALUE TIRES	WINTER TIRES	
	\$ - Evolution M/T™ - Cooper Endeavor™	❄️ - Discoverer Snow Claw™ - Evolution Winter™ - Discoverer True North™	

STANDARD TIRES					
• Starfire AS™	• Starfire HT™	• Starfire AP™	• Starfire WR™	• Trendsetter SE™	• Cobra Radial G/T™

NEW

GOODYEAR SELECT TIRES*

Please see page 5 for additional eligibility details.

- Assurance WeatherReady®
- Assurance ComfortDrive®
- Assurance MaxLife®
- Wrangler DuraTrac®
- Wrangler Steadfast®
- Wrangler® AT Adventure Kevlar®
- Eagle Exhilarate®
- Eagle® Sport A/S

*Exclusively available to Medallion Plus Dealers ONLY!



HOW TO EARN

PAYMENT AMOUNTS:

TOTAL TIRE REQUIREMENT			CORE TIRES	VALUE TIRES	WINTER TIRES	STANDARD TIRES	GOODYEAR SELECT
			\$\$ Base Payment with Tier Bonus	\$ Base Payment with Tier Bonus	❄️ Base Payment ONLY	No payout for Standard Tires	Purchases do not count towards Total Tires
TIER 5	Annual Total Tires 4,000 (2,000 of which must be Preferred Tires)	Quarterly Total Tires 1,000 (500 of which must be Preferred Tires)	\$10.50 TOTAL PAYMENT	\$8.00 TOTAL PAYMENT	\$5.00 TOTAL PAYMENT	Purchases count towards Total Tires.	\$5 for Medallion Plus Dealers
TIER 4	Annual Total Tires 2,400 (1,200 of which must be Preferred Tires)	Quarterly Total Tires 600 (300 of which must be Preferred Tires)	\$9.00 TOTAL PAYMENT	\$6.75 TOTAL PAYMENT	\$4.00 TOTAL PAYMENT		
TIER 3	Annual Total Tires 1,600 (800 of which must be Preferred Tires)	Quarterly Total Tires 400 (200 of which must be Preferred Tires)	\$8.00 TOTAL PAYMENT	\$5.75 TOTAL PAYMENT	\$3.00 TOTAL PAYMENT		
TIER 2	Annual Total Tires 800 (400 of which must be Preferred Tires)	Quarterly Total Tires 200 (100 of which must be Preferred Tires)	\$7.00 TOTAL PAYMENT	\$4.75 TOTAL PAYMENT	\$2.50 TOTAL PAYMENT		
TIER 1	Annual Total Tires 300 (150 of which must be Preferred Tires)	Quarterly Total Tires 75 (38 of which must be Preferred Tires)	\$4.50 TOTAL PAYMENT	\$3.50 TOTAL PAYMENT	\$2.00 TOTAL PAYMENT		No payment for Tier 1 or Tier 2.

NEW



NEW



INTRODUCING



DEALER ELITE

EARN A LOYALTY BONUS

To ensure that our loyal Dealers benefit the most from Cooper's new partnership with Goodyear, we've developed Dealer Elite. A premium program to reward Dealers with a Loyalty Bonus when they successfully participate in Cooper Medallion and our sister programs Goodyear G3X and Mastercraft Century.

GETTING REWARDED WITH DEALER ELITE^{*}

- Participate in Cooper Medallion and Goodyear G3X, or Cooper Medallion, Goodyear G3X and Mastercraft Century
- Achieve your Medallion Tier for the Quarter
- Be at least Tier 1 compliant in Goodyear G3X, as well as all other Programs you're enrolled in
- Get paid a Loyalty Bonus at year-end by Goodyear G3X for every Eligible Tire purchased, according to the chart below. The more Programs you're enrolled in, the more you'll earn:

LOYALTY BONUS FOR EVERY ELIGIBLE TIRE PURCHASED

Goodyear G3X Tire	Cooper Medallion Tire	Mastercraft Century Tire	TOTAL ELITE BONUS
TIER 4: \$4.00	TIER 5: \$2.50	TIER 5: \$2.50	\$9.00
TIER 3: \$3.00	TIER 4: \$2.00	TIER 4: \$2.00	\$7.00
TIER 2: \$2.00	TIER 3: \$1.50	TIER 3: \$1.50	\$5.00
TIER 1: \$1.00	TIER 2: \$1.00	TIER 2: \$1.00	\$3.00
	TIER 1: \$0.50	TIER 1: \$0.50	\$2.00

^{*}Dealers meeting the above eligibility requirements will automatically receive their applicable Elite Bonus. No additional program enrollment is required.

GETTING PAID

TWO WAYS TO GET YOUR MONEY

When you enroll you will get to select one of two payment options.



RELOADABLE CARD

Get paid on a convenient reloadable debit card. By selecting reloadable card your funds will be issued to you as an individual. Your card will be sent to you after you enroll and you qualify for your first quarterly earnings. Please allow approximately 7-10 business days to receive your card in the mail. Please ensure the mailing address that we have for you is correct so you can receive your card without delay. After you receive your card, you will continue to receive future quarterly earnings on the same convenient card.

WHY A RELOADABLE CARD?

- **Automatically Reloadable:** We'll load your card for you each and every quarter, ready for immediate use.
- **Flexibility:** Use it anywhere credit or debit cards are accepted – including online!
- **Control:** You can transfer funds from your card directly to your bank account anytime.



DIRECT DEPOSIT

Get access to your funds quickly with Direct Deposit. By selecting direct deposit your funds will be issued to you as a business. You will need to provide us with your business Bank Account information as part of the enrollment process, if you select this option.

PAYMENT SCHEDULE

We know that getting access to the money that you have earned is important. That's why we're committed to paying you as quickly as we can. You will receive your taxable earnings from us every quarter throughout the year for the funds that you have earned in the previous quarter. Payments will occur in April, July, October and January.

Please Note: Payments made to you for earnings in Dealer Elite will be made separately from your standard Cooper Medallion payments.

ELIGIBLE TIRES:
TIER 5
(FORMERLY EMERALD)

4,000

TOTAL
ANNUAL
TIRES

1,000

TOTAL
QUARTERLY
TIRES

50% of which must be Preferred Tires

PREFERRED TIRES

Get paid for Preferred Tire Purchases! At least 50% of Quarterly Tier requirement must be Preferred Tires.



Earn Preferred
Tire payout



Earn Tier Bonus
(Excludes Winter Tires)



Purchases count towards
your Total Tires

\$\$  BASE PAYMENT \$6.50 TIER BONUS \$4.00 \$10.50 TOTAL PAYMENT DISCOVERER® AT3^{4S}™	\$\$  BASE PAYMENT \$6.50 TIER BONUS \$4.00 \$10.50 TOTAL PAYMENT DISCOVERER AT3^{LT}™	\$\$  BASE PAYMENT \$6.50 TIER BONUS \$4.00 \$10.50 TOTAL PAYMENT DISCOVERER AT3^{XLT}™
\$\$  BASE PAYMENT \$6.50 TIER BONUS \$4.00 \$10.50 TOTAL PAYMENT CS5 GRAND TOURING™	\$\$  BASE PAYMENT \$6.50 TIER BONUS \$4.00 \$10.50 TOTAL PAYMENT CS5 ULTRA TOURING™	\$\$  BASE PAYMENT \$6.50 TIER BONUS \$4.00 \$10.50 TOTAL PAYMENT COOPER® ZEON RS3-G1™
\$\$  BASE PAYMENT \$6.50 TIER BONUS \$4.00 \$10.50 TOTAL PAYMENT DISCOVERER ENDURAMAX™	\$\$  BASE PAYMENT \$6.50 TIER BONUS \$4.00 \$10.50 TOTAL PAYMENT DISCOVERER STT PRO™	\$\$  BASE PAYMENT \$6.50 TIER BONUS \$4.00 \$10.50 TOTAL PAYMENT DISCOVERER S/T^{MAXX}™
\$\$  BASE PAYMENT \$6.50 TIER BONUS \$4.00 \$10.50 TOTAL PAYMENT DISCOVERER SRX™	\$\$  BASE PAYMENT \$6.50 TIER BONUS \$4.00 \$10.50 TOTAL PAYMENT DISCOVERER SRX^{LE}™	\$\$  BASE PAYMENT \$6.50 TIER BONUS \$4.00 \$10.50 TOTAL PAYMENT DISCOVERER RUGGED TREK™
\$\$  BASE PAYMENT \$6.50 TIER BONUS \$4.00 \$10.50 TOTAL PAYMENT DISCOVERER HT3™	\$\$  BASE PAYMENT \$6.50 TIER BONUS \$4.00 \$10.50 TOTAL PAYMENT COOPER ENDEAVOR PLUS™	NEW  BASE PAYMENT \$6.50 TIER BONUS \$4.00 \$10.50 TOTAL PAYMENT COOPER DISCOVERER ROAD+TRAIL AT™



PREFERRED TIRES CONTINUED

 \$\$ BASE PAYMENT \$6.50 TIER BONUS \$4.00 \$10.50 TOTAL PAYMENT NEW COOPER® PRO CONTROL™	 \$ BASE PAYMENT \$4.00 TIER BONUS \$4.00 \$8.00 TOTAL PAYMENT EVOLUTION M/T™	 \$ BASE PAYMENT \$4.00 TIER BONUS \$4.00 \$8.00 TOTAL PAYMENT COOPER ENDEAVOR™
 ❄ \$5.00 TOTAL PAYMENT DISCOVERER® SNOW CLAW™	 ❄ \$5.00 TOTAL PAYMENT DISCOVERER TRUE NORTH™	 ❄ \$5.00 TOTAL PAYMENT EVOLUTION WINTER™

STANDARD TIRES



Purchases count towards your Total Tires

- Starfire AS™
- Starfire HT™
- Starfire AP™
- Starfire WR™
- Trendsetter SE™
- Cobra Radial G/T™

NEW

GOODYEAR SELECT

Exclusively available to Medallion Plus Dealers ONLY!*

 \$5.00 BONUS	 \$5.00 BONUS	 \$5.00 BONUS
ASSURANCE WEATHERREADY®	ASSURANCE COMFORTDRIVE®	ASSURANCE MAXLIFE®
 \$5.00 BONUS	 \$5.00 BONUS	 \$5.00 BONUS
EAGLE EXHILARATE®	EAGLE® SPORT A/S	WRANGLER DURATRAC®
 \$5.00 BONUS	 \$5.00 BONUS	*Goodyear tires must be obtained by an Authorized Goodyear Wholesale Distributor. This can be an existing Primary or Secondary WD for a current Medallion Dealer. Eligible Goodyear product lines do not count for your Cooper Medallion Rate each Quarter. This is in addition to the necessary Cooper objectives for Tier 3, 4 & 5. A Dealer cannot be a current Goodyear G3X dealer to earn these incentives.
WRANGLER STEADFAST®	WRANGLER® AT ADVENTURE KEVLAR®	

ELIGIBLE TIRES:
TIER 4
(FORMERLY DIAMOND)

2,400

TOTAL
ANNUAL
TIRES

600

TOTAL
QUARTERLY
TIRES

50% of which must be Preferred Tires

PREFERRED TIRES

Get paid for Preferred Tire Purchases! At least 50% of Quarterly Tier requirement must be Preferred Tires.



Earn Preferred
Tire payout



Earn Tier Bonus
(Excludes Winter Tires)



Purchases count towards
your Total Tires

\$\$  BASE PAYMENT \$5.75 TIER BONUS \$3.25 \$9.00 TOTAL PAYMENT DISCOVERER® AT3^{4S}™	\$\$  BASE PAYMENT \$5.75 TIER BONUS \$3.25 \$9.00 TOTAL PAYMENT DISCOVERER AT3^{LT}™	\$\$  BASE PAYMENT \$5.75 TIER BONUS \$3.25 \$9.00 TOTAL PAYMENT DISCOVERER AT3^{XLT}™
\$\$  BASE PAYMENT \$5.75 TIER BONUS \$3.25 \$9.00 TOTAL PAYMENT CS5 GRAND TOURING™	\$\$  BASE PAYMENT \$5.75 TIER BONUS \$3.25 \$9.00 TOTAL PAYMENT CS5 ULTRA TOURING™	\$\$  BASE PAYMENT \$5.75 TIER BONUS \$3.25 \$9.00 TOTAL PAYMENT COOPER® ZEON RS3-G1™
\$\$  BASE PAYMENT \$5.75 TIER BONUS \$3.25 \$9.00 TOTAL PAYMENT DISCOVERER ENDURAMAX™	\$\$  BASE PAYMENT \$5.75 TIER BONUS \$3.25 \$9.00 TOTAL PAYMENT DISCOVERER STT PRO™	\$\$  BASE PAYMENT \$5.75 TIER BONUS \$3.25 \$9.00 TOTAL PAYMENT DISCOVERER S/T^{MAXX}™
\$\$  BASE PAYMENT \$5.75 TIER BONUS \$3.25 \$9.00 TOTAL PAYMENT DISCOVERER SRX™	\$\$  BASE PAYMENT \$5.75 TIER BONUS \$3.25 \$9.00 TOTAL PAYMENT DISCOVERER SRX^{LE}™	\$\$  BASE PAYMENT \$5.75 TIER BONUS \$3.25 \$9.00 TOTAL PAYMENT DISCOVERER RUGGED TREK™
\$\$  BASE PAYMENT \$5.75 TIER BONUS \$3.25 \$9.00 TOTAL PAYMENT DISCOVERER HT3™	\$\$  BASE PAYMENT \$5.75 TIER BONUS \$3.25 \$9.00 TOTAL PAYMENT COOPER ENDEAVOR PLUS™	NEW  BASE PAYMENT \$5.75 TIER BONUS \$3.25 \$9.00 TOTAL PAYMENT COOPER DISCOVERER ROAD+TRAIL AT™



PREFERRED TIRES CONTINUED

 \$\$ BASE PAYMENT \$5.75 TIER BONUS \$3.25 \$9.00 TOTAL PAYMENT NEW COOPER® PRO CONTROL™	 \$ BASE PAYMENT \$3.50 TIER BONUS \$3.25 \$6.75 TOTAL PAYMENT EVOLUTION M/T™	 \$ BASE PAYMENT \$3.50 TIER BONUS \$3.25 \$6.75 TOTAL PAYMENT COOPER ENDEAVOR™
 ❄️ \$4.00 TOTAL PAYMENT DISCOVERER® SNOW CLAW™	 ❄️ \$4.00 TOTAL PAYMENT DISCOVERER TRUE NORTH™	 ❄️ \$4.00 TOTAL PAYMENT EVOLUTION WINTER™

STANDARD TIRES



Purchases count towards your Total Tires

- Starfire AS™
- Starfire HT™
- Starfire AP™
- Starfire WR™
- Trendsetter SE™
- Cobra Radial G/T™

NEW

GOODYEAR SELECT

Exclusively available to Medallion Plus Dealers ONLY!*

 \$5.00 BONUS ASSURANCE WEATHERREADY®	 \$5.00 BONUS ASSURANCE COMFORTDRIVE®	 \$5.00 BONUS ASSURANCE MAXLIFE®
 \$5.00 BONUS EAGLE EXHILARATE®	 \$5.00 BONUS EAGLE® SPORT A/S	 \$5.00 BONUS WRANGLER DURATRAC®
 \$5.00 BONUS WRANGLER STEADFAST®	 \$5.00 BONUS WRANGLER® AT ADVENTURE KEVLAR®	*Goodyear tires must be obtained by an Authorized Goodyear Wholesale Distributor. This can be an existing Primary or Secondary WD for a current Medallion Dealer. Eligible Goodyear product lines do not count for your Cooper Medallion Rate each Quarter. This is in addition to the necessary Cooper objectives for Tier 3, 4 & 5. A Dealer cannot be a current Goodyear G3X dealer to earn these incentives.

ELIGIBLE TIRES:
TIER 3
(FORMERLY PLATINUM)

1,600

TOTAL
ANNUAL
TIRES

400

TOTAL
QUARTERLY
TIRES

50% of which must be Preferred Tires

PREFERRED TIRES

Get paid for Preferred Tire Purchases! At least 50% of Quarterly Tier requirement must be Preferred Tires.



Earn Preferred
Tire payout



Earn Tier Bonus
(Excludes Winter Tires)



Purchases count towards
your Total Tires

\$\$  BASE PAYMENT \$5.00 TIER BONUS \$3.00 \$8.00 TOTAL PAYMENT DISCOVERER® AT3^{4S}™	\$\$  BASE PAYMENT \$5.00 TIER BONUS \$3.00 \$8.00 TOTAL PAYMENT DISCOVERER AT3^{LT}™	\$\$  BASE PAYMENT \$5.00 TIER BONUS \$3.00 \$8.00 TOTAL PAYMENT DISCOVERER AT3^{XLT}™
\$\$  BASE PAYMENT \$5.00 TIER BONUS \$3.00 \$8.00 TOTAL PAYMENT CS5 GRAND TOURING™	\$\$  BASE PAYMENT \$5.00 TIER BONUS \$3.00 \$8.00 TOTAL PAYMENT CS5 ULTRA TOURING™	\$\$  BASE PAYMENT \$5.00 TIER BONUS \$3.00 \$8.00 TOTAL PAYMENT COOPER® ZEON RS3-G1™
\$\$  BASE PAYMENT \$5.00 TIER BONUS \$3.00 \$8.00 TOTAL PAYMENT DISCOVERER ENDURAMAX™	\$\$  BASE PAYMENT \$5.00 TIER BONUS \$3.00 \$8.00 TOTAL PAYMENT DISCOVERER STT PRO™	\$\$  BASE PAYMENT \$5.00 TIER BONUS \$3.00 \$8.00 TOTAL PAYMENT DISCOVERER S/T^{MAXX}™
\$\$  BASE PAYMENT \$5.00 TIER BONUS \$3.00 \$8.00 TOTAL PAYMENT DISCOVERER SRX™	\$\$  BASE PAYMENT \$5.00 TIER BONUS \$3.00 \$8.00 TOTAL PAYMENT DISCOVERER SRX^{LE}™	\$\$  BASE PAYMENT \$5.00 TIER BONUS \$3.00 \$8.00 TOTAL PAYMENT DISCOVERER RUGGED TREK™
\$\$  BASE PAYMENT \$5.00 TIER BONUS \$3.00 \$8.00 TOTAL PAYMENT DISCOVERER HT3™	\$\$  BASE PAYMENT \$5.00 TIER BONUS \$3.00 \$8.00 TOTAL PAYMENT COOPER ENDEAVOR PLUS™	NEW  BASE PAYMENT \$5.00 TIER BONUS \$3.00 \$8.00 TOTAL PAYMENT COOPER DISCOVERER ROAD+TRAIL AT™



PREFERRED TIRES CONTINUED

 BASE PAYMENT \$5.00 TIER BONUS \$3.00 \$8.00 TOTAL PAYMENT NEW COOPER® PRO CONTROL™	 BASE PAYMENT \$2.75 TIER BONUS \$3.00 \$5.75 TOTAL PAYMENT EVOLUTION M/T™	 BASE PAYMENT \$2.75 TIER BONUS \$3.00 \$5.75 TOTAL PAYMENT COOPER ENDEAVOR™
 \$3.00 TOTAL PAYMENT DISCOVERER® SNOW CLAW™	 \$3.00 TOTAL PAYMENT DISCOVERER TRUE NORTH™	 \$3.00 TOTAL PAYMENT EVOLUTION WINTER™

STANDARD TIRES



Purchases count towards your Total Tires

- Starfire AS™
- Starfire HT™
- Starfire AP™
- Starfire WR™
- Trendsetter SE™
- Cobra Radial G/T™

NEW

GOODYEAR SELECT

Exclusively available to Medallion Plus Dealers ONLY!*

 \$5.00 BONUS ASSURANCE WEATHERREADY®	 \$5.00 BONUS ASSURANCE COMFORTDRIVE®	 \$5.00 BONUS ASSURANCE MAXLIFE®
 \$5.00 BONUS EAGLE EXHILARATE®	 \$5.00 BONUS EAGLE® SPORT A/S	 \$5.00 BONUS WRANGLER DURATRAC®
 \$5.00 BONUS WRANGLER STEADFAST®	 \$5.00 BONUS WRANGLER® AT ADVENTURE KEVLAR®	*Goodyear tires must be obtained by an Authorized Goodyear Wholesale Distributor. This can be an existing Primary or Secondary WD for a current Medallion Dealer. Eligible Goodyear product lines do not count for your Cooper Medallion Rate each Quarter. This is in addition to the necessary Cooper objectives for Tier 3, 4 & 5. A Dealer cannot be a current Goodyear G3X dealer to earn these incentives.

ELIGIBLE TIRES:
TIER 2
(FORMERLY SAPPHIRE)

800

TOTAL
ANNUAL
TIRES

200

TOTAL
QUARTERLY
TIRES

50% of which must be Preferred Tires

PREFERRED TIRES

Get paid for Preferred Tire Purchases! At least 50% of Quarterly Tier requirement must be Preferred Tires.



Earn Preferred
Tire payout



Earn Tier Bonus
(Excludes Winter Tires)



Purchases count towards
your Total Tires

\$\$  BASE PAYMENT \$5.00 TIER BONUS \$2.00 \$7.00 TOTAL PAYMENT DISCOVERER® AT3^{4S}™	\$\$  BASE PAYMENT \$5.00 TIER BONUS \$2.00 \$7.00 TOTAL PAYMENT DISCOVERER AT3^{LT}™	\$\$  BASE PAYMENT \$5.00 TIER BONUS \$2.00 \$7.00 TOTAL PAYMENT DISCOVERER AT3^{XLT}™
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\$\$  BASE PAYMENT \$5.00 TIER BONUS \$2.00 \$7.00 TOTAL PAYMENT DISCOVERER ENDURAMAX™	\$\$  BASE PAYMENT \$5.00 TIER BONUS \$2.00 \$7.00 TOTAL PAYMENT DISCOVERER STT PRO™	\$\$  BASE PAYMENT \$5.00 TIER BONUS \$2.00 \$7.00 TOTAL PAYMENT DISCOVERER S/T^{MAXX}™
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\$\$  BASE PAYMENT \$5.00 TIER BONUS \$2.00 \$7.00 TOTAL PAYMENT DISCOVERER HT3™	\$\$  BASE PAYMENT \$5.00 TIER BONUS \$2.00 \$7.00 TOTAL PAYMENT COOPER ENDEAVOR PLUS™	NEW  BASE PAYMENT \$5.00 TIER BONUS \$2.00 \$7.00 TOTAL PAYMENT COOPER DISCOVERER ROAD+TRAIL AT™



PREFERRED TIRES CONTINUED

\$\$  BASE PAYMENT \$5.00 TIER BONUS \$2.00 \$7.00 TOTAL PAYMENT NEW COOPER® PRO CONTROL™	\$  BASE PAYMENT \$2.75 TIER BONUS \$2.00 \$4.75 TOTAL PAYMENT EVOLUTION M/T™	\$  BASE PAYMENT \$2.75 TIER BONUS \$2.00 \$4.75 TOTAL PAYMENT COOPER ENDEAVOR™
 \$2.50 TOTAL PAYMENT DISCOVERER® SNOW CLAW™	 \$2.50 TOTAL PAYMENT DISCOVERER TRUE NORTH™	 \$2.50 TOTAL PAYMENT EVOLUTION WINTER™

STANDARD TIRES Purchases count towards your Total Tires

- Starfire AS™
- Starfire HT™
- Starfire AP™
- Starfire WR™
- Trendsetter SE™
- Cobra Radial G/T™



ELIGIBLE TIRES:
TIER 1
(FORMERLY GOLD)

300

TOTAL
ANNUAL
TIRES

75

TOTAL
QUARTERLY
TIRES

50% of which must be Preferred Tires

PREFERRED TIRES

Get paid for Preferred Tire Purchases! At least 50% of Quarterly Tier requirement must be Preferred Tires.



Earn Preferred
Tire payout



Earn Tier Bonus
(Excludes Winter Tires)



Purchases count towards
your Total Tires

\$\$  BASE PAYMENT \$3.50 TIER BONUS \$1.00 \$4.50 TOTAL PAYMENT DISCOVERER® AT3^{4S}™	\$\$  BASE PAYMENT \$3.50 TIER BONUS \$1.00 \$4.50 TOTAL PAYMENT DISCOVERER AT3^{LT}™	\$\$  BASE PAYMENT \$3.50 TIER BONUS \$1.00 \$4.50 TOTAL PAYMENT DISCOVERER AT3^{XLT}™
\$\$  BASE PAYMENT \$3.50 TIER BONUS \$1.00 \$4.50 TOTAL PAYMENT CS5 GRAND TOURING™	\$\$  BASE PAYMENT \$3.50 TIER BONUS \$1.00 \$4.50 TOTAL PAYMENT CS5 ULTRA TOURING™	\$\$  BASE PAYMENT \$3.50 TIER BONUS \$1.00 \$4.50 TOTAL PAYMENT COOPER® ZEON RS3-G1™
\$\$  BASE PAYMENT \$3.50 TIER BONUS \$1.00 \$4.50 TOTAL PAYMENT DISCOVERER ENDURAMAX™	\$\$  BASE PAYMENT \$3.50 TIER BONUS \$1.00 \$4.50 TOTAL PAYMENT DISCOVERER STT PRO™	\$\$  BASE PAYMENT \$3.50 TIER BONUS \$1.00 \$4.50 TOTAL PAYMENT DISCOVERER S/T^{MAXX}™
\$\$  BASE PAYMENT \$3.50 TIER BONUS \$1.00 \$4.50 TOTAL PAYMENT DISCOVERER SRX™	\$\$  BASE PAYMENT \$3.50 TIER BONUS \$1.00 \$4.50 TOTAL PAYMENT DISCOVERER SRX^{LE}™	\$\$  BASE PAYMENT \$3.50 TIER BONUS \$1.00 \$4.50 TOTAL PAYMENT DISCOVERER RUGGED TREK™
\$\$  BASE PAYMENT \$3.50 TIER BONUS \$1.00 \$4.50 TOTAL PAYMENT DISCOVERER HT3™	\$\$  BASE PAYMENT \$3.50 TIER BONUS \$1.00 \$4.50 TOTAL PAYMENT COOPER ENDEAVOR PLUS™	NEW  BASE PAYMENT \$3.50 TIER BONUS \$1.00 \$4.50 TOTAL PAYMENT COOPER DISCOVERER ROAD+TRAIL AT™



PREFERRED TIRES CONTINUED

\$\$  BASE PAYMENT \$3.50 TIER BONUS \$1.00 \$4.50 TOTAL PAYMENT NEW COOPER® PRO CONTROL™	\$  BASE PAYMENT \$2.50 TIER BONUS \$1.00 \$3.50 TOTAL PAYMENT EVOLUTION M/T™	\$  BASE PAYMENT \$2.50 TIER BONUS \$1.00 \$3.50 TOTAL PAYMENT COOPER ENDEAVOR™
❄️  \$2.00 TOTAL PAYMENT DISCOVERER® SNOW CLAW™	❄️  \$2.00 TOTAL PAYMENT DISCOVERER TRUE NORTH™	❄️  \$2.00 TOTAL PAYMENT EVOLUTION WINTER™

STANDARD TIRES Purchases count towards your Total Tires

- Starfire AS™
- Starfire HT™
- Starfire AP™
- Starfire WR™
- Trendsetter SE™
- Cobra Radial G/T™



TAKE YOUR PERFORMANCE TO THE NEXT LEVEL

COOPERMEDALLION.COM

The Cooper® Medallion Program Website is designed to **put you in control** of seeing your performance in the program. With quick-reference dashboards, promotional information, and full program details, designed to **give you the edge** against the competition and help you **earn as much as possible**.



PERFORMANCE DASHBOARDS

See how many tires you have sold, how many are Preferred Tires, and what your Primary Distributor loyalty is. Whenever there is a Promotion running you can find a special “Promotional Dashboard” on your **Homepage** as well, which will show you how close you are to meeting the requirements of that promotion.

The details on the dashboards are updated within 48 hours of new sales data being submitted, so you can make informed purchase decisions to ensure you’ve met all program requirements by the end of the quarter.



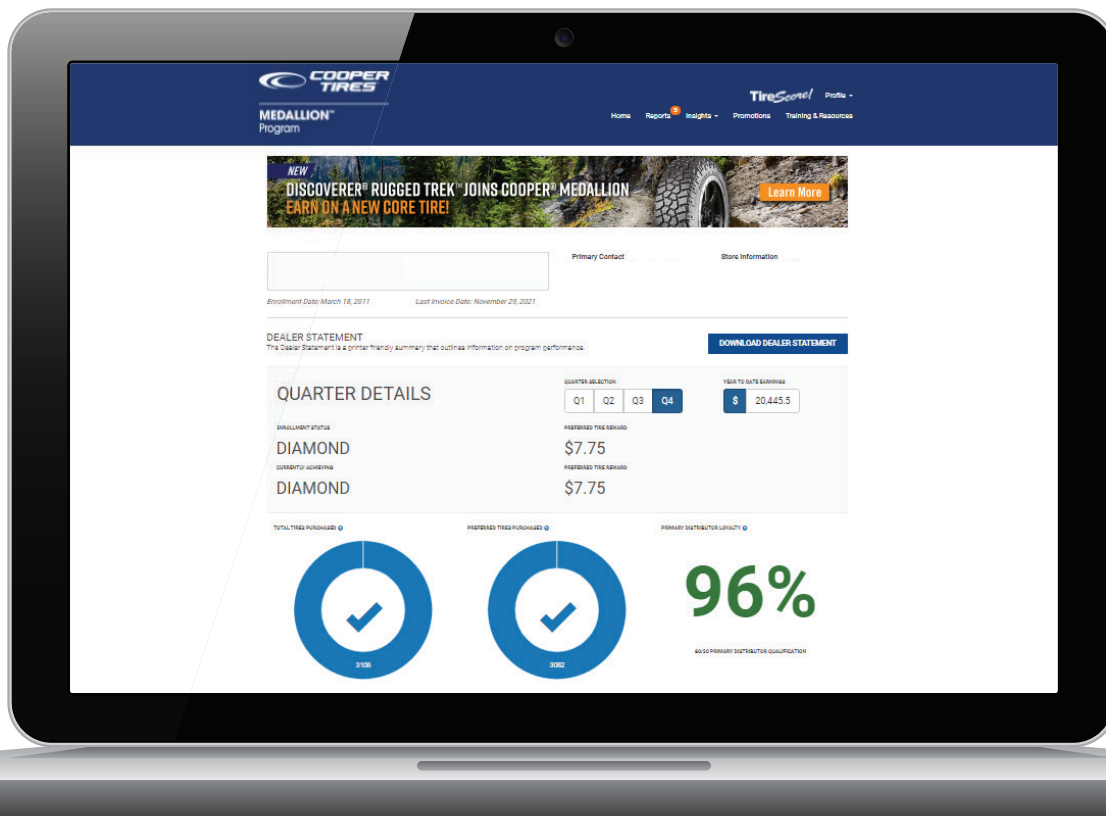
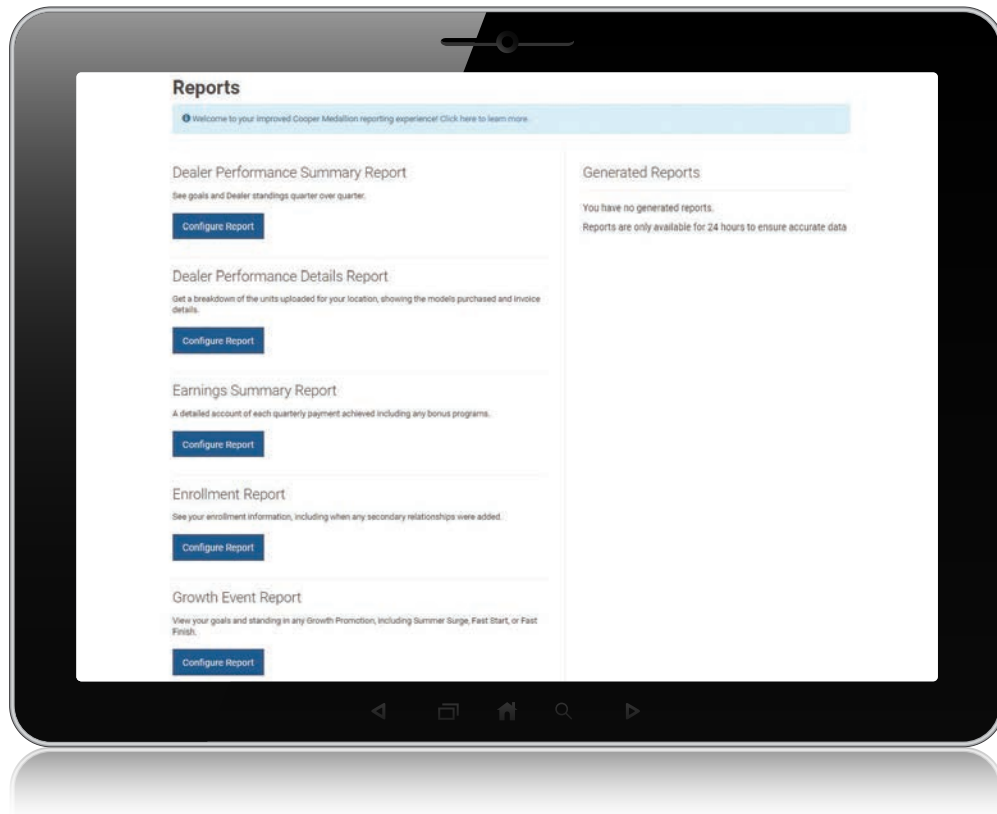
CURRENT PROMOTIONS

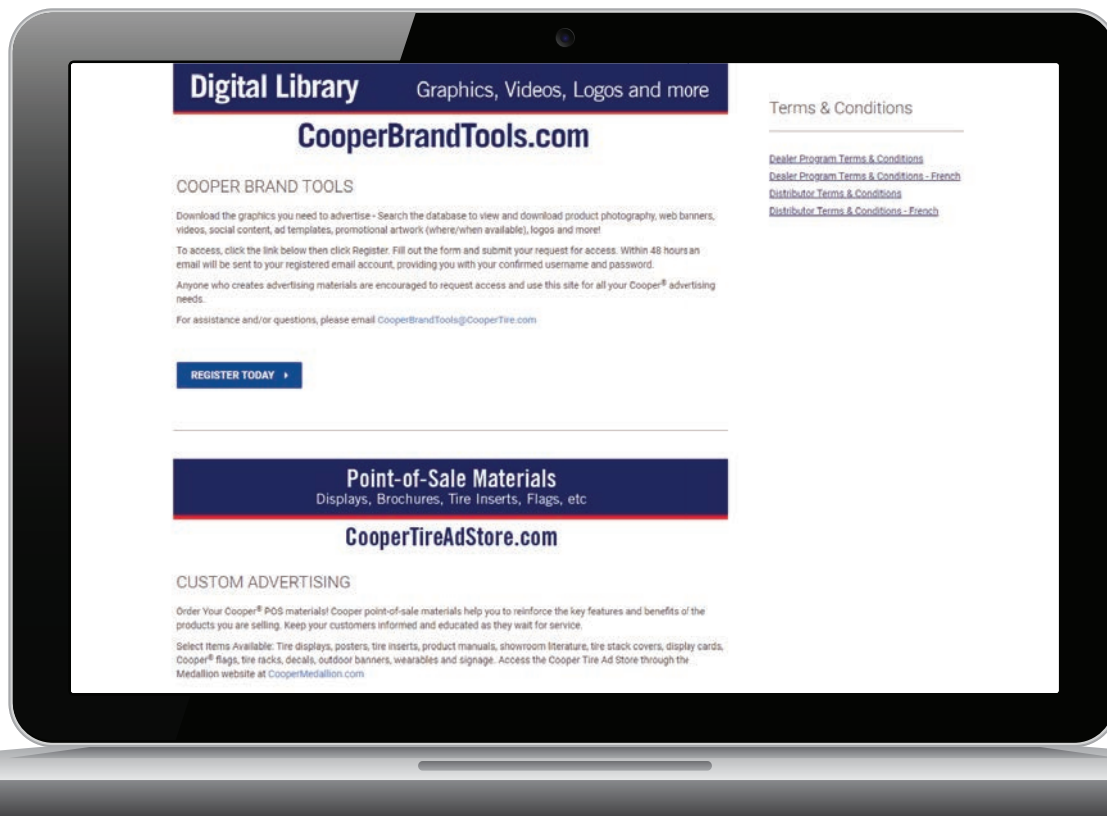
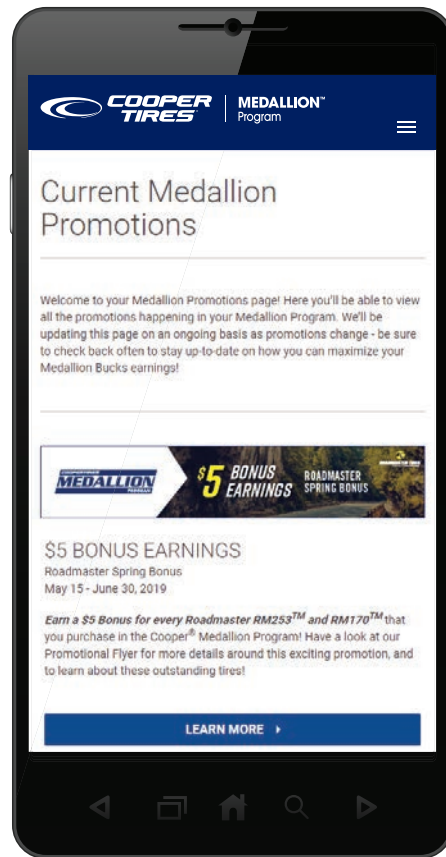
Make your purchases give you the biggest bang for your buck. Our **Promotions** page gives you all the details on current promotions in the Cooper® Medallion program.



REPORTS

On the **Reports** page of the website, you can view your overall performance, access an Earnings Summary (to see how much you earned in previous quarters) and an Enrollment Report to see when any Secondary Dealerships that you might have were added. Additional reports will become available for special Promotions, making the Reports page a one-stop shop for all your personalized program-related data.





TAKE YOUR PERFORMANCE TO THE NEXT LEVEL

COOPERMEDALLION.COM

Have access to essential information at any time, no matter where you are, and how you do business. The Program Website is accessible from anywhere with content that you can view online, print and take with you, or both!



MOBILE COMPATIBILITY

Check your performance from anywhere on any device, including laptops, mobile phones and tablets.



PRINTABLE DEALER STATEMENT

All the information from your Performance Dashboard in a convenient PDF format. You can access printable dealer statements from the **Homepage** of the website.



QUICK-REFERENCE DOCUMENTATION

Access important program-related documentation such as product manuals, program terms and conditions, and dealer enrollment forms on the **Training & Resources** page.

TAKE A LOOK TODAY

Visit **CooperMedallion.com** - your number one resource for information on the Cooper® Medallion program.



MEDALLION™
Program

PROMOTIONS

TURBOCHARGE YOUR EARNINGS!

To help you earn even more, take part in our periodic Promotions – designed to **reward you even more!** Keep up to date throughout the year by visiting **CooperMedallion.com** to stay informed as to when these promotions are starting throughout the year.



Watch your earnings skyrocket by earning more during these Promotional periods. Participation is simple – just keep purchasing eligible Cooper® tires as you normally would.



Earn bonus payouts on top of your regular earnings during these exciting promotions. To participate you'll just need to grow your tire purchases by a set amount vs. your tire purchases during the same period from last year. More detailed information will be provided to you when we run these promotions.



Exclusive for Cooper Medallion Dealers, Cooper Rewards lets your Counter Salespeople earn money whenever they recommend eligible Cooper tires!

NEW MEMBER BONUS: ENROLLMENT REWARD

If you are new to the Cooper® Medallion Program (i.e. you joined the program during this calendar year), we would like to offer you some **free advertising for Cooper Tires products to help you grow your business.**

As a New Dealer, you are eligible for your Enrollment Reward when you achieve a Medallion Tier for the first time in the program. You'll receive an email containing a promo code 6-8 weeks following the end of the quarter from eric.cliff@taylorcommunications.com. ***This promo code will allow you to access the Cooper Tire Ad Store (CooperTireAdStore.com) where you can spend your reward.*** The amount you are eligible for is based on the Medallion Tier you have enrolled in.

Medallion Tier	Tier 5	Tier 4	Tier 3	Tier 2	Tier 1
Enrollment Reward	\$750	\$500	\$300	\$225	\$150

For more information around Medallion Tiers please see page 9.

MARKETING SUPPORT

MERCHANDISING

Order Your Cooper POS materials at www.CooperTireAdStore.com

Cooper point-of-sale materials help you to reinforce the key features and benefits of the products you are selling. Keep your customers informed and educated as they wait for service.

Select Items Available: Tire displays, posters, tire inserts, product manuals, showroom literature, tire stack covers, display cards, Cooper flags, tire racks, decals, outdoor banners, wearables and signage.

Access the Cooper Tire Ad Store through the Medallion website at CooperMedallion.com

PROMOTIONS

Earn Extra Cash and Increase Consumer Sales. Participate in our National Consumer Reward Promotion offer—it's a great way for you to help seal the deal at the counter, making the sale and increasing the money in your pocket with sales of qualifying Medallion product!

Promotion support may include: Digital and Mobile Advertising, Email Marketing, Public Relations, Social Media (Facebook™ and Twitter™), Website Support, Point-of-Sale Materials.

You're eligible for this Promotion support once you reach your Medallion Tier for the first time.

Any time there is an upcoming consumer promotion, Cooper Tire will arm you with the necessary materials to help promote the tires featured in the promotion.



COOPER® eLEARNING

The Cooper® eLearning platform is designed to provide you with training support for Cooper® tire products, along with courses on the skills and knowledge needed to be a successful tire dealer.

Not registered? Click here to set up your account: <https://ecooperuniversity.xceleratemedias.com>

COOPER TIRES

HOME MY LEARNING REWARDS: 577.00 POINTS

Search

Click the buttons to choose your brand

COOPER TIRES

Mastercraft TIRES

Training Libraries

- Passenger
- Light Truck & SUV

Passenger

The Cooper® Endeavor™ and Endeavor Plus™

In this course you will learn the key features and benefits of the The Cooper® Endeavor™ and Endeavor Plus™ tires, as well as why these tires are a great choice for you and your customers.

Content Status: Completed
Certificate Status: Certified
Survey Status: Not Attempted (Required)
0 Points at 1.00x



COOPER TIRES MERCH STORE EXCLUSIVE MEDALLION OFFER

The Cooper Tires eStore offers a wide range of exclusive branded merchandise. Find brand name items like Yeti, Carhartt, Nike, Under Armour, Titleist, and more.

You can even customize select items with ease by adding a personalized dealer imprint.

Medallion members receive an **exclusive 15% off** discount. Use code **CTM2022** at checkout to redeem. Offer is valid on in-stock items only and cannot be combined with other offers. Valid one time only.

Can't find what you're looking for today? Place a special order today with a dedicated Cooper Tires special order representative.



Cooper Tires eStore:

<http://coopertire.corpmerchandise.com>

Phone: 800-331-7901

Email: CooperTire@Staples.com

Special Order

Phone: 1-888-556-4423

Email: promogear2@Staples.com

ORDER AND SHIP EARLY! Orders may require longer lead times due to post-pandemic shipping and supply chain challenges. As your partner, we are committed to providing you with the best possible experience and service. Planning ahead allows Staples Promotional Products to help you meet your desired timelines.



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- Pay with ACH or credit card
- To take advantage of these special offers, **sign up today** at **InCommInCentives.com**

MEMBER PERKS

ACCESS TO MEMBERS-ONLY BENEFITS

The Medallion Program offers exclusive benefits and rewards for the top performers annually.

As a member of the Medallion program you have access to exclusive benefits designed to help you and your business grow! Details can be found on pages 28–31:

- Marketing Support
- Cooper eLearning
- Staples
- Andreoli Software Solutions
- InComm

ADDITIONAL PERKS

Receive these additional exclusive benefits after you achieve a Medallion Tier for the first time in the Cooper Medallion program:

- **Cooper Product-Launch Details** *(we'll update you whenever there's a new addition to our product line-up)*
- **Promotional Materials** *(advertising materials and POP items to help you sell more whenever we're holding a promotion)*
- **Inclusion on Cooper Tires Dealer Locator** *(get more customers when your business is featured on CooperTire.com)*

WINNER'S CIRCLE



REWARDS FOR THE HIGHEST PERFORMERS

Each year, Cooper Medallion Dealers enrolled in Tier 3, Tier 4 or Tier 5 receive an exclusive opportunity to experience exciting benefits and rewards.

Qualifying top performers will enjoy an exclusive trip to help celebrate their achievement. Details regarding Trip Details, Location and Eligibility Requirements will be announced shortly.



**COOPER
TIRES**

MEDALLION™
Program



FREQUENTLY ASKED QUESTIONS

What is Medallion Plus?

Dealers who achieve Medallion Tier 3, Tier 4 or Tier 5 and who are not enrolled in Goodyear G3X will be automatically promoted to Medallion Plus status beginning Jan. 1, 2023. Medallion Plus Dealers will receive a payout of \$5 per tire when purchasing from the new Goodyear Select group of tires, with payments being made quarterly via existing payout formats.

See Page 5 for more details.

How can I tell how close I am to reaching my Medallion Tier goal for a quarter?

Visit the Program Website (CooperMedallion.com). You can see how close you are to reaching your goal for the current quarter including the total number of tires purchased, Eligible Tires purchased and your Primary Distributor loyalty on our easy-to-reference and customized Performance Dashboard. You can also see how close you are to qualifying for any Promotions that may currently be running.

What if I am short tires for a quarter?

If you are short tires to your goal, you can make those tires up in the following quarter, and get paid for any previous quarter tires missed – minus any time-specific bonuses or promotional payouts. Each quarter you must be on track toward your annual goal to receive full payout. You can find out how close you are to reaching your goal at any time on the homepage of the Program Website (CooperMedallion.com).

Where can I find the eligible products for the program?

Please see Pages 8 to 17 of this Program Brochure for a complete list of eligible tire products. You can also find an up-to-date list on the Program Website (CooperMedallion.com) in the Training & Resources section.

Can I get additional copies of this brochure?

You can download a PDF of the most recent version of this brochure from the Program Website (CooperMedallion.com) in the Training & Resources section.

How do I register Secondary Distributors for my Dealership?

To add Secondary Distributors to your business, please contact Cooper® Medallion Program Headquarters at 1-888-209-8130 or medallion@cooper.com.

When will my Medallion Bucks be processed and added to my Prepaid Card or Direct Deposited in my account?

The Medallion Bucks and Tier Bonus are processed at the end of the month following quarter-end (April, July, October and January). The funds will be loaded no later than the last day of the month.

If I have a Secondary Distributor, how much must I purchase from the Primary vs. Secondary Distributor?

There is an 80/20 Rule: when a dealer has Secondary Distributor(s) selected, a dealer cannot purchase more than 20% of their total purchases from the Secondary Distributor(s). Dealers must have 80% or more of their total purchases from the Primary Distributor to receive their Medallion payout. You can see your Primary Distributor Loyalty on the home page of the Program Website (CooperMedallion.com).

What number do I call for Advertising?

Cooper® Advertising 1-877-314-1620

My businesses ownership has recently changed. What do I do?

Contact your Distributor Sales Representative. They will fill out a Ownership Change Request Form with you in order to ensure your business continues to earn in the program. Your Territory Manager will need to approve the change.

How do I know how much I will be paid?

There is no earnings information available for the current quarter. Once a quarter has finished and has been processed, you can find your earnings information on the home page with a breakdown of earned amounts by quarter. This information will also be available in your Earnings Summary Report (please see page 18 of this brochure for more information on Reports).

How am I paid?

You'll receive your taxable earnings from us every quarter for the funds that you have earned in the previous quarter. Payments will occur in April, July, October and January, and will be provided via the payment method you selected when you registered for the program (either Direct Deposit or Reloadable card).



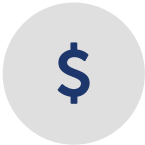
MEDALLION™
Program

BROUGHT TO YOU BY:



EARN BIG

Get paid for the tire purchases you make.



BONUS PAYOUTS

Earn even more with Promotions throughout the year.



MEMBERS-ONLY PERKS

Exclusive benefits and discounts designed to help your business grow.



FAST & EASY PAYMENTS

Get paid on a convenient reloadable card each and every quarter.



EASY-TO-USE WEBSITE

Our Program Website will help you stay up-to-date on your current program performance, rules, and more. Check it out today at CooperMedallion.com



STRONGER TOGETHER

Presented in partnership with Goodyear Tires.

HAVE QUESTIONS ABOUT THE PROGRAM? WE'RE HERE TO HELP.

Visit CooperMedallion.com - your number one resource for information on the Cooper® Medallion program.

