

Mastercraft
CENTURY
program

Mastercraft®
TIRES

SHIFTING INTO A STRONGER YEAR, TOGETHER

Brought to you by:

GOODYEAR



2023 PROGRAM BROCHURE
MastercraftCentury.com

Updated December 2022

Mastercraft **CENTURY** *program*

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BROUGHT TO YOU BY:



SHIFTING INTO A STRONGER YEAR TOGETHER

The Mastercraft Century 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 Mastercraft and Goodyear Tires brands we've been able to **elevate the Mastercraft Century Program** to help you earn as much as possible for the purchases that you make. This includes **Mastercraft Century 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 Mastercraft 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 CENTURY PLUS

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

- ✓ Achieve Century 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 Mastercraft Century Total Tires each Quarter

NEW

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

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

See Page 10 for details.

WELCOME TO THE MASTERCRAFT® CENTURY PROGRAM

THE PROGRAM THAT PAYS YOU FOR PURCHASING MASTERCRAFT® TIRES.

You'll earn for **every Eligible Tire that you buy**, and get paid based on the Century 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 **MastercraftCentury.com** with your personalized, easy-to-use dashboard.

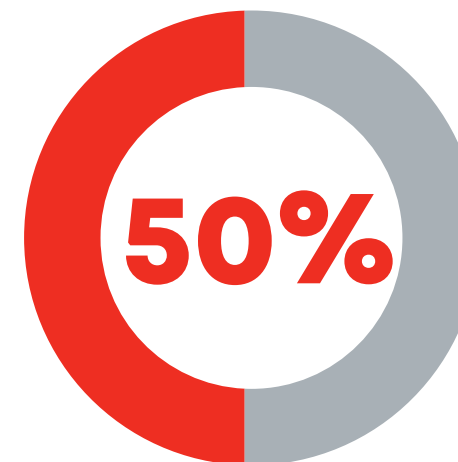
Now the Mastercraft Century Program offers more ways to earn than ever - thanks to our partnership with Goodyear.

Welcome to the 2023 Mastercraft Century Program!

TO ACHIEVE YOUR CENTURY TIER

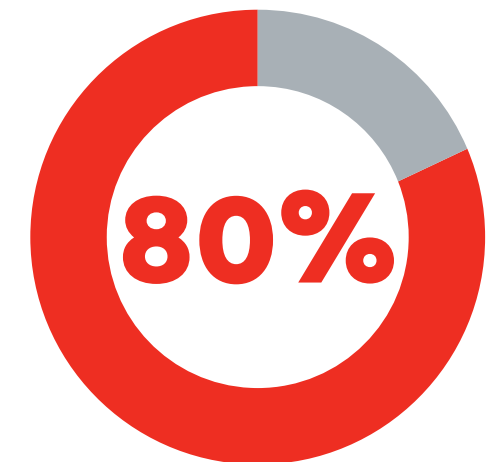
Meet all three Program Requirements:

PREFERRED TIRE PURCHASES



At least 50% of
Quarterly Level 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 Century Tier

HOW TO EARN

THE MASTERCRAFT® CENTURY TIRE GROUPS:

PREFERRED TIRES	MUD / TRACTION	ON / OFF ROAD
	 - COURSER® MXT™ - COURSER CXT™	 - COURSER TRAIL™ - COURSER TRAIL HD™ - COURSER HXT™
	COMMUTER	
	 - SRT TOURING™ - COOPER ZEON RS3-G1™	- COURSER QUEST™ - COURSER QUEST PLUS™ - COURSER HTR PLUS™
	WINTER	
	 - GLACIER MSR™ - GLACIER TREX™	
STANDARD TIRES		
- STRATUS AP™ - STRATUS HT™ - STRATUS AS™ - AVENGER G/T™ - A/S IV™ - AVENGER M8™		

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 Century Plus Dealers ONLY!



HOW TO EARN

PAYMENT AMOUNTS:

TOTAL TIRE REQUIREMENT			MUD / TRACTION	ON / OFF ROAD	COMMUTER	WINTER	STANDARD	GOODYEAR SELECT
TIER 5	ANNUAL TOTAL TIRES	QUARTERLY TOTAL TIRES						Purchases do not count towards Total Tires
	4,000 (2,000 of which must be Preferred Tires)	1,000 (500 of which must be Preferred Tires)	\$10.00 per Preferred Tire MUD / TRACTION	\$7.50 per Preferred Tire ON / OFF ROAD	\$6.00 per Preferred Tire COMMUTER	\$4.00 per Preferred Tire WINTER	\$2.00 per Standard Tire	
TIER 4	2,400 (1,200 of which must be Preferred Tires)	600 (300 of which must be Preferred Tires)	\$9.00 per Preferred Tire MUD / TRACTION	\$6.50 per Preferred Tire ON / OFF ROAD	\$4.50 per Preferred Tire COMMUTER	\$3.00 per Preferred Tire WINTER	\$1.50 per Standard Tire	\$5 for Century Plus Dealers
TIER 3	1,600 (800 of which must be Preferred Tires)	400 (200 of which must be Preferred Tires)	\$7.00 per Preferred Tire MUD / TRACTION	\$5.50 per Preferred Tire ON / OFF ROAD	\$4.00 per Preferred Tire COMMUTER	\$2.50 per Preferred Tire WINTER	\$1.25 per Standard Tire	
TIER 2	600 (300 of which must be Preferred Tires)	150 (75 of which must be Preferred Tires)	\$7.00 per Preferred Tire MUD / TRACTION	\$4.50 per Preferred Tire ON / OFF ROAD	\$3.50 per Preferred Tire COMMUTER	\$2.00 per Preferred Tire WINTER	\$1.00 per Standard Tire	No payment for Tier 1 or Tier 2.
TIER 1	240 (120 of which must be Preferred Tires)	60 (30 of which must be Preferred Tires)	\$5.00 per Preferred Tire MUD / TRACTION	\$4.00 per Preferred Tire ON / OFF ROAD	\$2.50 per Preferred Tire COMMUTER	\$1.50 per Preferred Tire WINTER	\$0.75 per Standard Tire	

80% of products must be purchased from the primary Mastercraft® Tire distributor and no more than 20% may be purchased from a secondary approved distributor.



DEALER ELITE

EARN A LOYALTY BONUS

To ensure that our loyal Dealers benefit the most from Mastercraft’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 Mastercraft Century and our sister programs Goodyear G3X and Cooper Medallion.

GETTING REWARDED WITH DEALER ELITE*

- Participate in Mastercraft Century and Goodyear G3X, or Mastercraft Century, Goodyear G3X and Cooper Medallion
- Achieve your Century 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 CENTURY DOLLARS



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.

ELIGIBLE TIRES:
TIER 5
(FORMERLY PRIME)

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.

 \$10.00 	 \$10.00 	 \$7.50 
COURSER® MXT™	COURSER CXT™	COURSER HXT™
 \$7.50 	 \$7.50 	 \$6.00 
COURSER TRAIL™	COURSER TRAIL HD™	SRT TOURING™
 \$6.00 	 \$6.00 	 \$6.00 
COOPER ZEON RS3-G1™	COURSER QUEST™	COURSER QUEST PLUS™
 \$6.00 	 \$4.00 	 \$4.00 
COURSER HTR PLUS™	GLACIER MSR™	GLACIER TREX™



MUD / TRACTION



ON / OFF ROAD



COMMUTER



WINTER

STANDARD TIRES

\$2.00 	\$2.00 	\$2.00 
STRATUS AP™	STRATUS HT™	STRATUS AS™
\$2.00 	\$2.00 	\$2.00 
AVENGER G/T™	AVENGER M8™	A/S IV™

NEW

GOODYEAR SELECT

Exclusively available to Century 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	
WRANGLER STEADFAST®	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 Century Dealer. Eligible Goodyear product lines do not count for your Mastercraft Century Rate each Quarter. This is in addition to the necessary Century objectives for Tier 3, 4 & 5. A Dealer cannot be a current Goodyear G3X dealer to earn these incentives.

ELIGIBLE TIRES:
TIER 4
(FORMERLY ELITE)

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.

 \$9.00 	 \$9.00 	 \$6.50 
COURSER® MXT™	COURSER CXT™	COURSER HXT™
 \$6.50 	 \$6.50 	 \$4.50 
COURSER TRAIL™	COURSER TRAIL HD™	SRT TOURING™
 \$4.50 	 \$4.50 	 \$4.50 
COOPER ZEON RS3-G1™	COURSER QUEST™	COURSER QUEST PLUS™
 \$4.50 	 \$3.00 	 \$3.00 
COURSER HTR PLUS™	GLACIER MSR™	GLACIER TREX™

 MUD / TRACTION

 ON / OFF ROAD

 COMMUTER

 WINTER

STANDARD TIRES

\$1.50 	\$1.50 	\$1.50 
STRATUS AP™	STRATUS HT™	STRATUS AS™
\$1.50 	\$1.50 	\$1.50 
AVENGER G/T™	AVENGER M8™	A/S IV™

NEW

GOODYEAR SELECT

Exclusively available to Century 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	
WRANGLER STEADFAST®	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 Century Dealer. Eligible Goodyear product lines do not count for your Mastercraft Century Rate each Quarter. This is in addition to the necessary Century objectives for Tier 3, 4 & 5. A Dealer cannot be a current Goodyear G3X dealer to earn these incentives.

ELIGIBLE TIRES:
TIER 3
(FORMERLY SELECT)

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.

 \$7.00  COURSER® MXT™	 \$7.00  COURSER CXT™	 \$5.50  COURSER HXT™
 \$5.50  COURSER TRAIL™	 \$5.50  COURSER TRAIL HD™	 \$4.00  SRT TOURING™
 \$4.00  COOPER ZEON RS3-G1™	 \$4.00  COURSER QUEST™	 \$4.00  COURSER QUEST PLUS™
 \$4.00  COURSER HTR PLUS™	 \$2.50  GLACIER MSR™	 \$2.50  GLACIER TREX™



MUD / TRACTION



ON / OFF ROAD



COMMUTER



WINTER

STANDARD TIRES

\$1.25  STRATUS AP™	\$1.25  STRATUS HT™	\$1.25  STRATUS AS™
\$1.25  AVENGER G/T™	\$1.25  AVENGER M8™	\$1.25  A/S IV™

NEW

GOODYEAR SELECT

Exclusively available to Century 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 Century Dealer. Eligible Goodyear product lines do not count for your Mastercraft Century Rate each Quarter. This is in addition to the necessary Century objectives for Tier 3, 4 & 5. A Dealer cannot be a current Goodyear G3X dealer to earn these incentives.

ELIGIBLE TIRES:
TIER 2
(FORMERLY CHOICE)

600

TOTAL
ANNUAL
TIRES

150

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.

 \$7.00 	 \$7.00 	 \$4.50 
COURSER® MXT™	COURSER CXT™	COURSER HXT™
 \$4.50 	 \$4.50 	 \$3.50 
COURSER TRAIL™	COURSER TRAIL HD™	SRT TOURING™
 \$3.50 	 \$3.50 	 \$3.50 
COOPER ZEON RS3-G1™	COURSER QUEST™	COURSER QUEST PLUS™
 \$3.50 	 \$2.00 	 \$2.00 
COURSER HTR PLUS™	GLACIER MSR™	GLACIER TREX™



MUD / TRACTION



ON / OFF ROAD



COMMUTER



WINTER

STANDARD TIRES

\$1.00 	\$1.00 	\$1.00 
STRATUS AP™	STRATUS HT™	STRATUS AS™
\$1.00 	\$1.00 	\$1.00 
AVENGER G/T™	AVENGER M8™	A/S IV™



ELIGIBLE TIRES:
TIER 1
(FORMERLY PREMIER)

240

TOTAL ANNUAL TIRES

60

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.

 \$5.00  COURSER® MXT™	 \$5.00  COURSER CXT™	 \$4.00  COURSER HXT™
 \$4.00  COURSER TRAIL™	 \$4.00  COURSER TRAIL HD™	 \$2.50  SRT TOURING™
 \$2.50  COOPER ZEON RS3-G1™	 \$2.50  COURSER QUEST™	 \$2.50  COURSER QUEST PLUS™
 \$2.50  COURSER HTR PLUS™	 \$1.50  GLACIER MSR™	 \$1.50  GLACIER TREX™



MUD / TRACTION



ON / OFF ROAD



COMMUTER



WINTER

STANDARD TIRES

\$0.75  STRATUS AP™	\$0.75  STRATUS HT™	\$0.75  STRATUS AS™
\$0.75  AVENGER G/T™	\$0.75  AVENGER M8™	\$0.75  A/S IV™



TAKE YOUR PERFORMANCE TO THE NEXT LEVEL

MASTERCRAFTCENTURY.COM

The Mastercraft® Century 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.

DOUBLE DOLLARS DASHBOARD

During any Double Dollars promotion, you now have quick and easy access to track your earnings within the promotion. Visit MastercraftCentury.com to access your Double Dollars Dashboard and to track your growth.



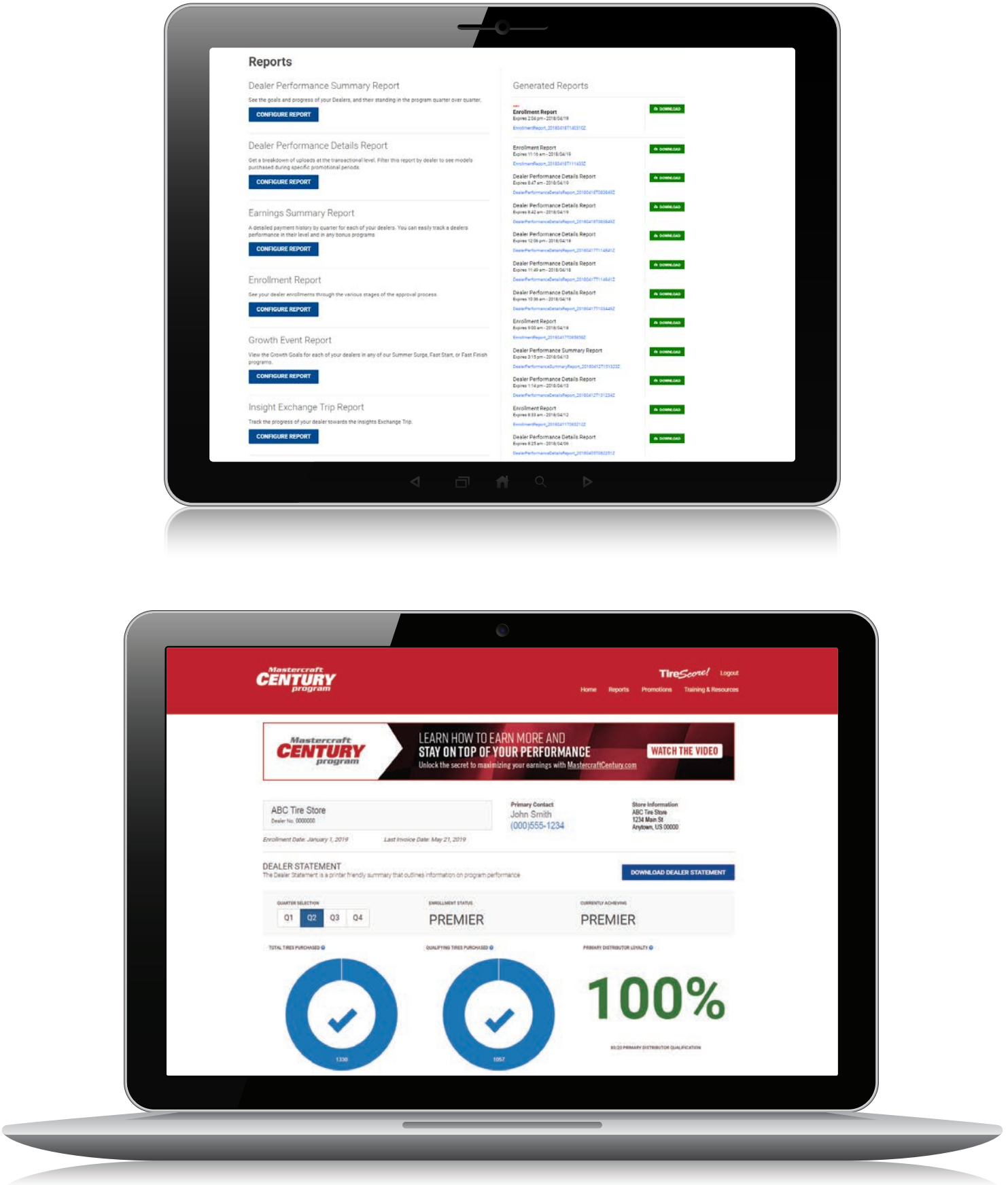
CURRENT PROMOTIONS

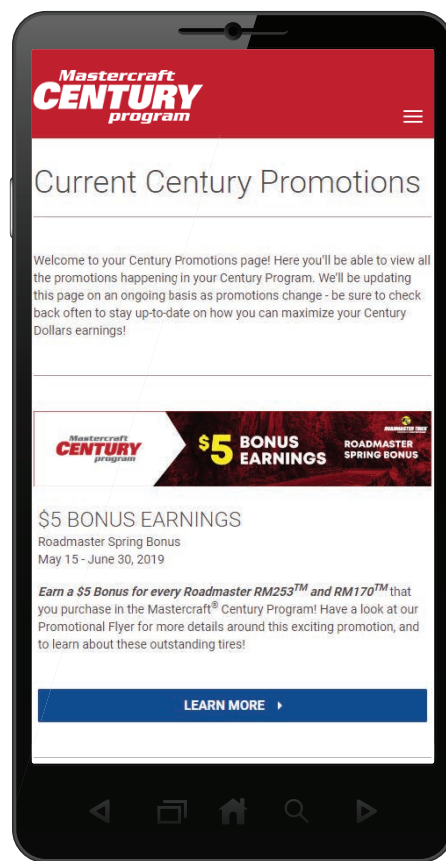
Make your purchases give you the biggest bang for your buck. Our **Promotions** page gives you all the details on current promotions in the Mastercraft® Century program.



REPORTS

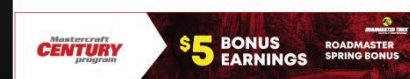
On the **Reports** page of the website, you can view your overall performance, access an Earnings Summary (to see how much you earned in previous quarters) and an Enrollment Report to see when any Secondary Dealerships that you might have were added. Additional reports will become available for special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





Current Century Promotions

Welcome to your Century Promotions page! Here you'll be able to view all the promotions happening in your Century Program. We'll be updating this page on an ongoing basis as promotions change - be sure to check back often to stay up-to-date on how you can maximize your Century Dollars earnings!

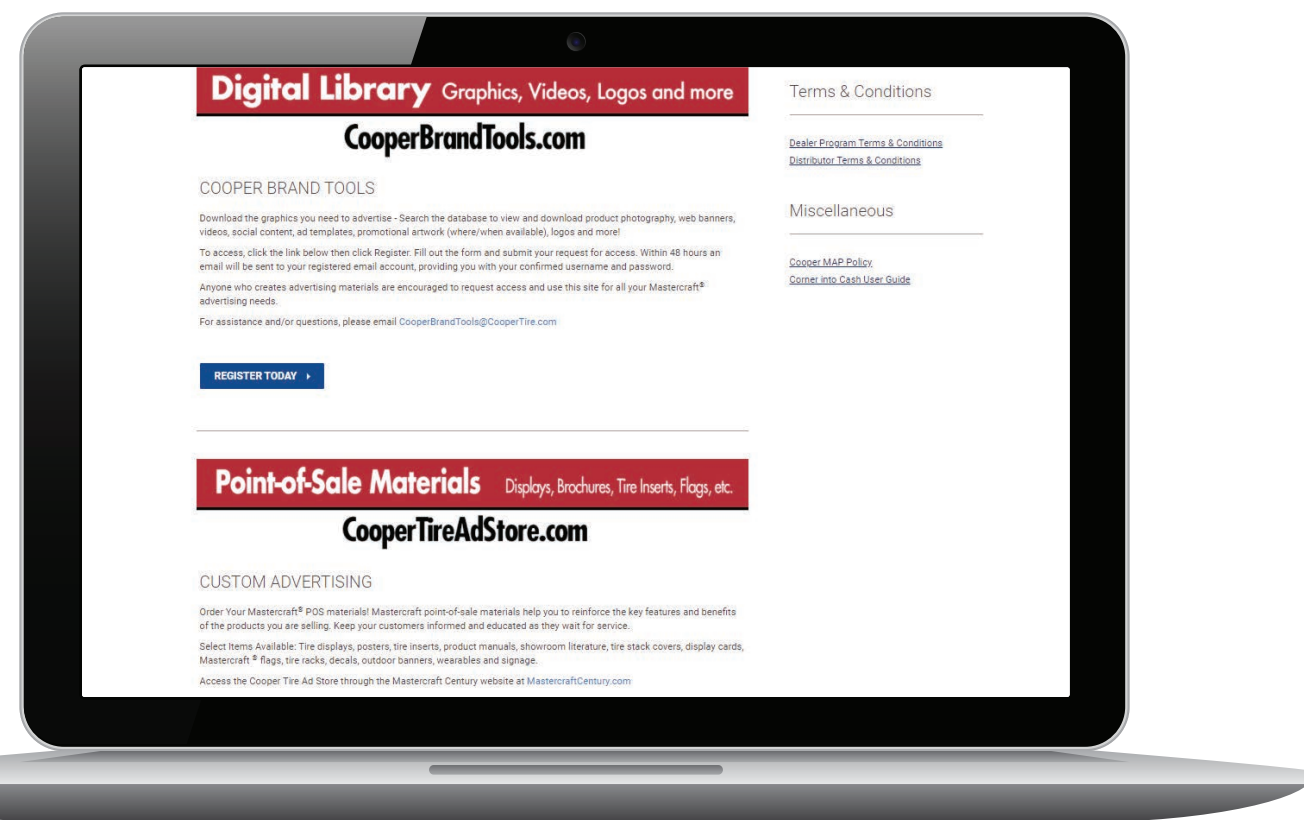


\$5 BONUS EARNINGS

Roadmaster Spring Bonus
May 15 - June 30, 2019

Earn a \$5 Bonus for every Roadmaster RM253™ and RM170™ that you purchase in the Mastercraft® Century Program! Have a look at our Promotional Flyer for more details around this exciting promotion, and to learn about these outstanding tires!

[LEARN MORE](#)



Digital Library Graphics, Videos, Logos and more

CooperBrandTools.com

COOPER BRAND TOOLS

Download the graphics you need to advertise - Search the database to view and download product photography, web banners, videos, social content, ad templates, promotional artwork (where/when available), logos and more!

To access, click the link below then click Register. Fill out the form and submit your request for access. Within 48 hours an email will be sent to your registered email account, providing you with your confirmed username and password.

Anyone who creates advertising materials are encouraged to request access and use this site for all your Mastercraft® advertising needs.

For assistance and/or questions, please email CooperBrandTools@CooperTire.com

[REGISTER TODAY](#)

Point-of-Sale Materials Displays, Brochures, Tire Inserts, Flags, etc.

CooperTireAdStore.com

CUSTOM ADVERTISING

Order Your Mastercraft® POS material! Mastercraft 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, Mastercraft® flags, tire racks, decals, outdoor banners, wearables and signage.

Access the Cooper Tire Ad Store through the Mastercraft Century website at MastercraftCentury.com

Terms & Conditions

[Dealer/Program Terms & Conditions](#)
[Distributor Terms & Conditions](#)

Miscellaneous

[Cooper MAP Policy](#)
[Come into Cash User Guide](#)

TAKE YOUR PERFORMANCE TO THE NEXT LEVEL

MASTERCRAFTCENTURY.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 **MastercraftCentury.com** - your number one resource for information on the Mastercraft® Century program.

PROMOTIONS

TURBOCHARGE YOUR CENTURY DOLLARS EARNINGS!

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



Watch your earnings skyrocket when you earn twice as many Century Dollars during our Double Dollars Promotional periods. Participation is simple – just keep purchasing eligible Mastercraft® 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.

MASTERCRAFT® REWARDS

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

NEW MEMBER BONUS: ENROLLMENT REWARD

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

As a New Dealer, you are eligible for your Enrollment Reward when you achieve a Century 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 Century Tier you have enrolled in:

CENTURY TIER	TIER 5	TIER 4	TIER 3	TIER 2	TIER 1
Enrollment Reward	\$750	\$500	\$300	\$225	\$150

For more information around Century Tiers please see page 9.

MARKETING SUPPORT

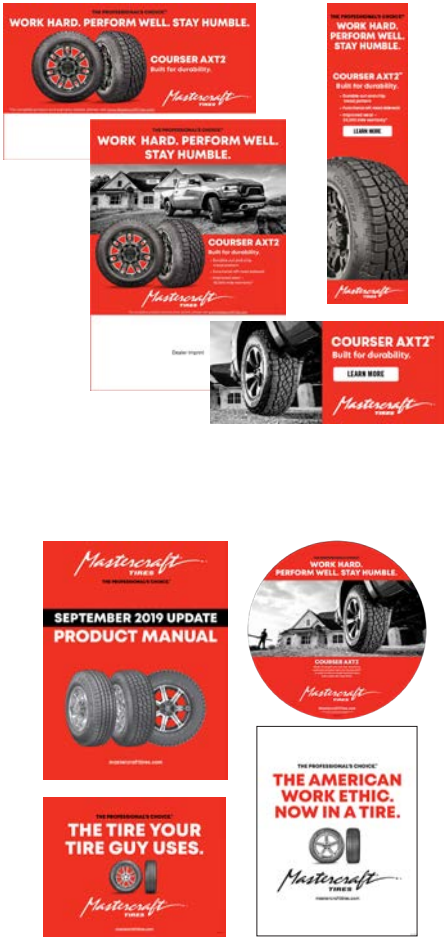
MERCHANDISING

Order Your Mastercraft® POS materials at www.CooperTireAdStore.com

Mastercraft® 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, Mastercraft® flags, tire racks, decals, outdoor banners, wearables and signage.

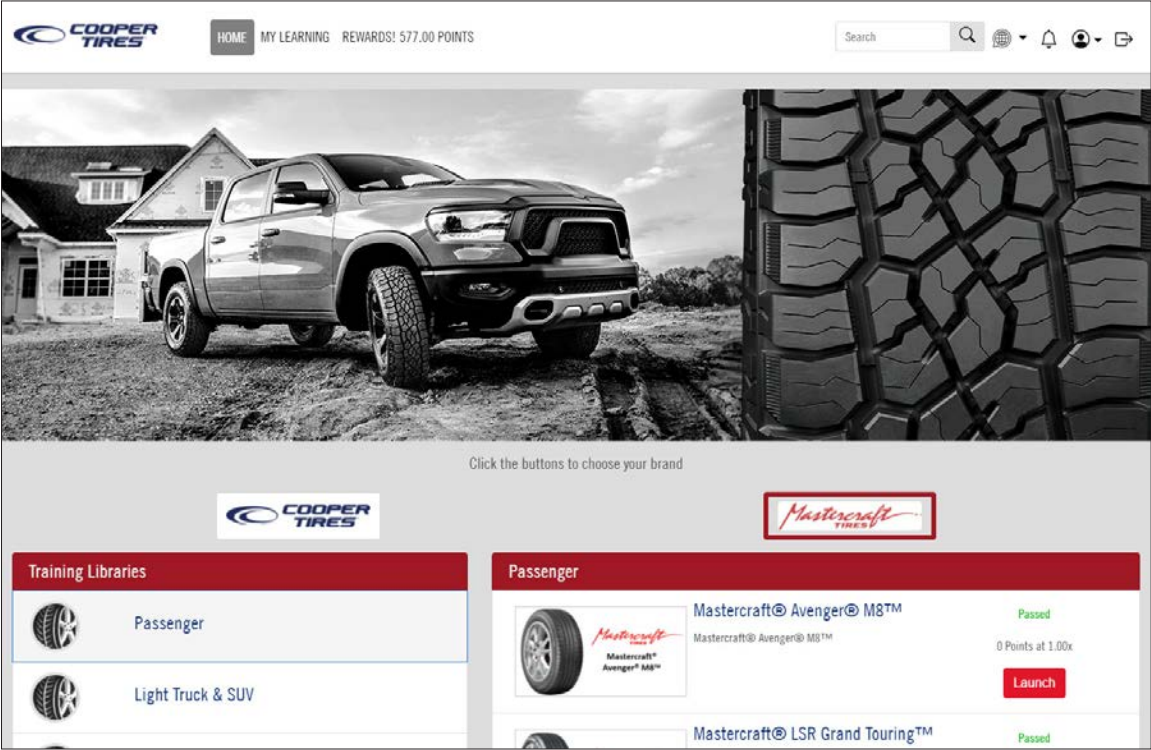
Access the Cooper Tire Ad Store through the Mastercraft Century website at MastercraftCentury.com



MASTERCRAFT® eLEARNING

The Mastercraft® eLearning platform is designed to provide you with training support for Mastercraft® 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://ecoopriversity.xceleratemedi.com>





**MASTERCRAFT TIRES
MERCH STORE EXCLUSIVE
CENTURY OFFER**

The Mastercraft Tires eStore offers a wide range of exclusive branded merchandise. Find brand name items like DRI DUCK, Champion, Under Armour, Titleist, and more.

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

Century members receive an **exclusive 15% off** discount. Use code **MCC15** 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 Mastercraft Tires special order representative.

Mastercraft eStore:

<https://mastercraft.corpmerchandise.com>
Phone: 800-299-2920
Email: Mastercraft@Staples.com

Special Order

Phone: 1-888-556-4423
Email: promogear2@Staples.com



DISCOUNTED

Gift Card Catalog

InComm InCentives Shop

Gift cards are the perfect fit for corporate rewards, sales incentives and consumer promotions.

InComm InCentives

- Save 5% on Visa® Reward Cards
- Receive special savings on select brands like The Home Depot, Lowe's and Cabela's
- 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 Century Program offers exclusive benefits and rewards for the top performers annually.

As a member of the Mastercraft® Century program you have access to exclusive benefits designed to help you and your business grow!

Details can be found on pages 28-31:

- Advertising Support
- Mastercraft eLearning
- Staples
- Incomm

ADDITIONAL PERKS

Receive these additional exclusive benefits after you achieve a Century Tier for the first time in the Mastercraft® Century program:

- **Mastercraft® 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)
- **Inclusion on Mastercraft Tires Dealer Locator** (get more customers when your business is featured on MastercraftTires.com)

WINNER'S CIRCLE



REWARDS FOR THE HIGHEST PERFORMERS

Each year, Mastercraft Century 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.

FREQUENTLY ASKED QUESTIONS

What is Century Plus?

Dealers who achieve Mastercraft Century Tier 3, Tier 4 or Tier 5 and who are not enrolled in Goodyear G3X will be automatically promoted to Century Plus status beginning Jan. 1, 2023. Century 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 Century Tier goal for a quarter?

Visit the Program Website (MastercraftCentury.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 units 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 (MastercraftCentury.com).

Where can I find the eligible products for the program?

Please see pages 12 to 21 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 (MastercraftCentury.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 (MastercraftCentury.com) in the Training & Resources section.

How do I register Secondary Distributors for my Dealership?

To add Secondary Distributors to your business, please contact Mastercraft® Century Program Headquarters at 1-888-236-8636 or mastercraftcentury@coopertire.com.

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

Century Dollars 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 Century payout. You can see your Primary Distributor Loyalty on the home page of the Program Website (MastercraftCentury.com).

What number do I call for Advertising?

Mastercraft® Advertising 1-877-314-1620.

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

Contact your Mastercraft Tires 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 8 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).



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 **MastercraftCentury.com**



STRONGER TOGETHER

Presented in partnership with Goodyear Tires.

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

Visit **MastercraftCentury.com** - your number one resource for information on the Mastercraft® Century program.

