



## 2022 BRIDGESTONE AFFILIATED RETAILER NATIONWIDE NETWORK

### 2022 Retail Brand Support

Simple Program /  
Easy to Track

Loyal Bridgestone dealers can qualify for monetary incentives through the Retail Brand Support and Bonus programs.

**Make U.S. AutoForce your primary supplier to access these great program offers.**

BRIDGESTONE, FIRESTONE & FUZION PS & LT ANNUAL GROSS UNITS PURCHASED	BRIDGESTONE, FIRESTONE & FUZION PS & LT QUARTERLY GROSS UNITS PURCHASED	RBS RATE (BR & FS)
3,000	750	8.5%
2,700	675	8.0%
2,400	600	7.5%
2,100	525	7.0%
1,800	450	6.5%
1,500	375	6.0%
1,200	300	5.5%
900	225	5.0%
600	150	4.5%
300	75	3.5%

#### RETAIL BRAND SUPPORT (RBS)

- Authorized Bridgestone Affiliated Retailer (Distributor Billed) earns RBS based on annual unit purchases (calculated and paid quarterly)
- RBS RATE** is based on annual gross purchases of Bridgestone, Firestone and Fuzion passenger and light truck tires from your primary WD and approved secondary WDs per retail point of sale.
- RBS PAYMENT** is based on Bridgestone and Firestone passenger and light truck tires and will be made quarterly and is calculated by **BRIDGESTONE AFR PROGRAM BASE** of each item net unit purchased from (your *primary WD* and up to 25% from *secondary supplied WD*) x quantity x RBS Rate percentage earned.
- MULTI-LOCATION DEALERS:** All retail locations MUST be on the programs. RBS schedule is per retail point of sales. Multi-locations dealers will be grouped for rate and payment. *Ex: Dealer with 3 locations that purchased a total of 6,400 gross BS & FS units as a group would earn at the 7.0% RBS. (6,400 / 3 = 2,133 which is > 2,100)*
- RETRO PAYOUT:** Each individual quarter stands alone and is trued up semi-annually based on total purchases less prior quarter payments.

The details of this program may be changed, modified or canceled by BATO without prior notice.

**RBS RATE:** Gross Bridgestone, Firestone & Fuzion Units. **RBS Payment:** Net Bridgestone & Firestone Units.

### HOW TO ENROLL

Fill out and return the enrollments forms from your U.S. AutoForce Business Consultant. Photos of your business location are required.

**Your Business Consultant:**

**Phone:**

**Email:**

# More Than Price — Real Business Support

## Priority Partners



### Advertising & Sales Promotions

We offer a comprehensive program that works at every imaginable touchpoint to bring traffic to your store. From the smallest details to large-scale retail marketing support, when you partner with Bridgestone you have our complete support.



### Incentive Programs

We understand that sometimes it takes a little extra to close a sale. That's why Bridgestone offers incentive programs to help you sell more.



### Apparel & Accessories

We provide you Bridgestone and Firestone branded apparel and accessories to let your customers know with whom you are affiliated.



### Nationwide Network Warranty Programs

Give your customers confidence when they do business with an exceptional warranty.



### Automotive Parts

When you partner with Bridgestone, you have access to great parts programs from most of the major auto parts stores.



### Oils & Lubricants

We partner with Shell, the best oil and lubricant manufacturer that will give your customers confidence in choosing you as their service provider.



### Automotive Service & Repair Assistance

Make the repair process easier and more efficient. With Bridgestone, you'll have access to some of the best online resources like All Data, Identifix, Mitchell 1 ProDemand and Excel Tire Gauge.



### Products

As a partner you have access to Bridgestone, Firestone, Fuzion and Firestone Antique Tires (Coker Tires), giving you the broadest assortment of tires at multiple price points.



### Credit Card Program

By providing you a dedicated credit card option, we give you another avenue to assist customers in the purchase of tires.



### Retail P.O.P.

As a partner of Bridgestone, we offer comprehensive in-store advertising to attract and educate your customers.



### Education & Training

As a partner, we want you to be up-to-date on all of our product offerings. That's why we offer online education opportunities as well as Drive & Learn opportunities, including Steamboat winter driving school.



### Sell Out Programs

We aren't just focused on your inventory, we want to help you sell—that's why we've developed a number of strategic programs to push sell-out.

**BRIDGESTONE**



Bridgestone National Accounts



Light Truck Fleets



Government Accounts



FIAT CHRYSLER AUTOMOBILES

Car Dealer Programs



Firestone National Accounts

### PROGRAM NOTES

- RBS calculator is available on [AffiliatedRetailer.net](http://AffiliatedRetailer.net).
- Distributor billed retailers' pricing is managed by their authorized WD (Primary & Secondary). Bridgestone does not bill retailer directly nor recommend a price.
- Distributor billed retailers' purchases must be reported by their primary and secondary authorized WD electronically daily.

### Footnotes:

- Bridgestone will publish a *Bridgestone Affiliated Retailer Program Base* quarterly for the purpose of RBS calculation only. (Subject to Change)
- Net Units Purchased = Gross Units less transactions for National Account, Government, Fleet or Car Dealer deliveries.
- Bridgestone will pay RBS earned to include approved secondary supplied purchases up to 25% of total.