



Affiliated Retailer Tier 1

- Retail Brand Support
- Volume Bonus
- Growth Bonus
- Program Summary





Retail Brand Support



\$8
/ tire

Bridgestone Alenza
Bridgestone Dueler
Bridgestone Duravis
Bridgestone Potenza
Bridgestone Turanza



\$6
/ tire

Bridgestone Blizzak
Bridgestone DriveGuard
Bridgestone Ecopia
Firestone Destination
Firestone Transforce
Firestone WeatherGrip



\$4
/ tire

Firestone Champion FF
Firestone Firehawk
Firestone Winterforce



\$2
/ tire

All Other Bridgestone
All Other Firestone




In 2021, Bridgestone has enhanced **Retail Brand Support** by paying RBS based on net purchases of **Bridgestone** and **Firestone** sub-brands.

Annual purchase requirements remain at 900* gross units. However, now **Bridgestone, Firestone AND Fuzion** brands gross purchases count toward program requirements.

Retail Brand Support	Rule	Notes
Time Frame	Quarterly	
Goal	225 Gross Units (all brands)	If Multi location – one group goal (see below)
Payout	Primary Net Units	See Chart on Left
Multi-Location	YES	+150 Gross Units for each addl location
Retro	YES	One time retro @ EOY



RBS – Dealer Example

	\$8 / tire	Bridgestone Alenza Bridgestone Dueler Bridgestone Duravis Bridgestone Potenza Bridgestone Turanza
	\$6 / tire	Bridgestone Blizzak Bridgestone DriveGuard Bridgestone Ecopia Firestone Destination Firestone Transforce Firestone WeatherGrip
	\$4 / tire	Firestone Champion FF Firestone Firehawk Firestone Winterforce
	\$2 / tire	All Other Bridgestone All Other Firestone

Multi-Location Dealer Example – 3 Location Retailer

Group Quarterly RBS Goal = 525 Gross Units (all brands)

- $225 + 150 + 150 = 525$

1st Quarter 2021

- **Location 1 = 50 Gross Units**
- **Location 2 = 300 Gross Units**
- **Location 3 = 200 Gross Units**
- **Group Total = 550 Gross Units (Goal Attained!)**

- **All units for all locations will receive RBS payout for 1Q 2021 because the Group Goal was hit**



Annual Volume Bonus (AVB)

Earn additional support at the end of the year through attainment of your annual volume bonus. Pays on Primary Net Units, but will pay on Secondary units as well if you purchase 75% of your total units from your Primary Distributor!

Chart shows single locations goals

- A retailer with multiple locations will have 600 units per addl location added to goal
- Example – 4 location retailer L4 VB goal = 4,800 Gross Units (all brands)

LEVELS	GROSS UNITS	NET UNIT BONUS
LEVEL 4	3,000 +	\$4.00 / MB
LEVEL 3	2,500 – 2,999	\$3.00 / MB
LEVEL 2	2,000 – 2,499	\$2.00 / MB
LEVEL 1	1,500 – 1,999	\$1.00 / MB



Growth Bonus

Grow your business with Bridgestone, Firestone and Fuzion and earn even more!



Growth Bonus	Rule	Notes
Time Frame	Quarterly	
Goal	2019 BS/FS/FZ Actuals +1	If Multi location – one group goal (see below)
Multi-Location	YES	Growth target v. 2019 or Goal Minimum (whichever higher)
Goal Minimum	250 Gross Units for Single Loc	For Multi- Location +175 Gross Units for each addl location)
Payout	Primary Net MB Units	
Retro	YES	One time retro @ EOY



Growth Bonus - Example

Grow your business with Bridgestone, Firestone and Fuzion and earn even more!



Multi-Location Dealer Example – 3 Location Retailer

Group Quarterly Growth Bonus Goal = 600 Gross Units (all brands)

- $250 + 175 + 175 = 600$

OR

- Group Full Year 2019 Gross Units + 1
WHICHEVER GREATER

If the group attains their Group Growth Goal, then all units for all locations will receive Growth payout for that quarter because the Group Goal was hit



Affiliated Retailer Tier 1 Program Summary Maximum Support

	RBS (Paid Quarterly)		Growth Bonus		AVB L4		TOTAL
	\$8 / tire	Bridgestone Alenza Bridgestone Dueler Bridgestone Duravis Bridgestone Potenza Bridgestone Turanza	+	\$2 / tire	+	\$4 / tire	= \$14 / tire
	\$6 / tire	Bridgestone Blizzak Bridgestone DriveGuard Bridgestone Ecopia Firestone Destination Firestone Transforce Firestone WeatherGrip	+	\$2 / tire	+	\$4 / tire	= \$12 / tire
	\$4 / tire	Firestone Champion FF Firestone Firehawk Firestone Winterforce	+	\$2 / tire	+	\$4 / tire	= \$10 / tire
	\$2 / tire	All Other Bridgestone All Other Firestone	+	\$2 / tire	+	\$4 / tire	= \$8 / tire

Bridgestone Affiliated Retailer's with purchases that attain **Annual Volume Bonus** – Level 4 and **Growth Bonus** can earn at max levels up to

\$14 per tire

RBS, AVB and GB rate is calculated from total gross purchases of Bridgestone, Firestone and Fuzion brand. Support is paid on net purchases of Bridgestone and Firestone only.



Thank You

