

Affiliated Retailer Tier 1

BRIDGESTONE



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

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Retail Brand Support



Bridgestone Alenza Bridgestone Dueler Bridgestone Duravis Bridgestone Potenza Bridgestone Turanza



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

5	\$ / tire	Firestone Champion FF Firestone Firehawk Firestone Winterforce
	\$7	All Other Bridgestone

All Other Bridgeston All Other Firestone

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

RBs



tire

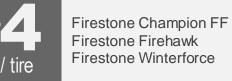
tire

Bridgestone Alenza Bridgestone Dueler Bridgestone Duravis Bridgestone Potenza Bridgestone Turanza



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







All Other Bridgestone All Other Firestone <u>Multi-Location Dealer Example – 3 Location Retailer</u>

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
- <u>Group Total = 550 Gross Units (Goal Attained!)</u>
- 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



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



Growth Bonus	Rule	Notes
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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

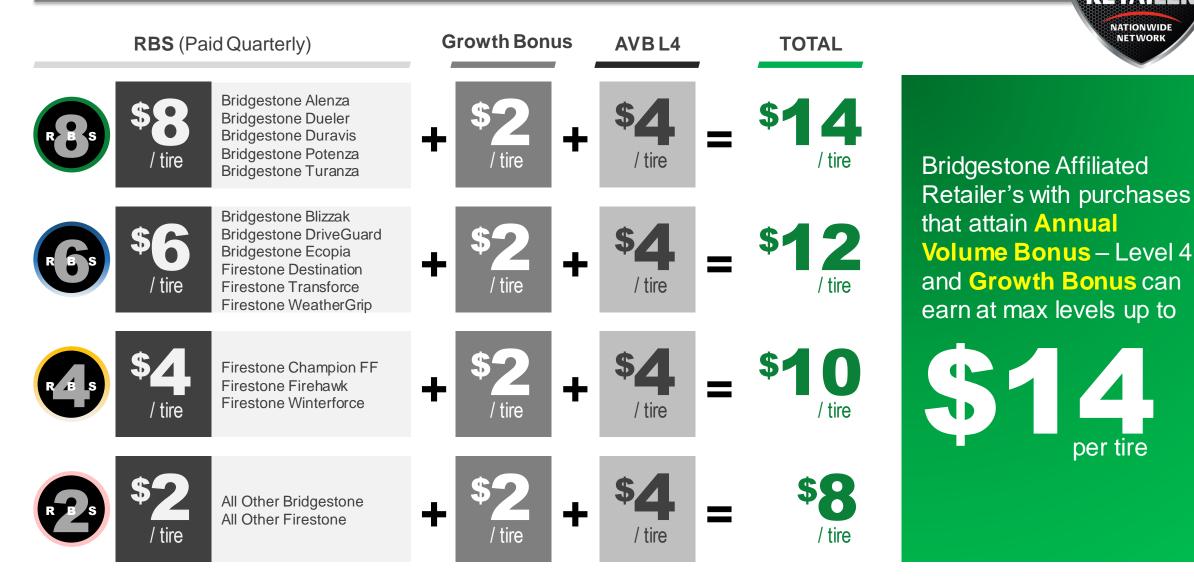
BRIDGESTORE

NATIONWIDE NETWORK

Raw

per tire

Affiliated Retailer Tier 1 Program Summary Maximum Support



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