

GOLD Program Commitment

- 24 tire opening order

- 33 tires/week per location



Program Benefits

- Quarterly GOLD Rewards with year-end reconciliation
- All-Inclusive GOLD Trip (Elite & Premier Level)
- Vendor Partnership Programs
- Volume Bonus
- Continental Tire Credit Card
- Quarterly Promotions
- Car Dealer, National Account, and Government Fleet Programs
- RPM Program
- National Consumer Rebates
- Total Confidence Plan
- Retail Performance Motivation
- Customized Dealer Portal
- Engage360 Training
- Marketing & Showroom Assets
- Personalized Mobile App
- And much more!

GOLD Rewards

| BRAND | MARKETING LINE | GOLD REWARD | |
|-------|---|---|---------|
| | ContiSportContact™ 2 ContiSportContact™ 3 ContiSportContact™ 5 ContiSportContact™ 5P CrossContact™ LX ⁵⁰ CrossContact™ UHP ExtremeContact™ DWS ⁵⁰ ExtremeContact™ DWS ⁵⁰ Plus | ExtremeContact™ Sport PureContact™ LS SportContact™ 6 SportContact™ 7 TerrainContact™ A/T TerrainContact™ H/T TrueContact™ Tour VikingContact™ 7 | \$10.00 |
| | ContiProContact™ CrossContact™ LX Sport ProContact™ GX ProContact™ RX ProContact™ TX VanContact™ A/S VancoFourSeason™ VanContact™ Winter | | \$6.00 |
| | Continental OTHER | counts towards annual purchase commitment | |

| BRAND | MARKETING LINE | GOLD REWARD | |
|-------|--|---|--------|
| | G-MAX™ AS ⁰⁵ G-MAX™ RS Grabber™ A/T ^X Grabber™ APT Grabber™ Arctic | Grabber™ Arctic LT Grabber™ HD Grabber™ HD Van Grabber™ HTS ⁶⁰ Grabber™ X ³ | \$7.00 |
| | AltiMAX™ Arctic ¹² AltiMAX™ 365 AW AltiMAX™ RT ⁴³ | | \$5.00 |
| | General OTHER | counts towards annual purchase commitment | |

Volume Bonus

| | Entry | Express | Select | Elite | Premier |
|------------------------|-------------------------------------|-------------------|-------------------|--------------------|---------------------|
| Year Units | 400-799 | 800-1,399 | 1,400-2,199 | 2,200-3,799 | 3,800+ |
| Per Tire Bonus | \$- | \$2 | \$3 | \$4 | \$5 |
| Volume Bonus Potential | Eligible for Marketing Line Rewards | \$1,600 - \$2,798 | \$4,200 - \$6,597 | \$8,800 - \$15,196 | \$19,000 - No Limit |

* A minimum of 90% of purchases must be from the Primary Distributor in order for GOLD Rewards and Volume Bonus to be earned on purchases from an authorized Secondary Distributor.
 * Tires delivered to a National Account, authorized car dealer, and/or Government entities must be claimed via CONTILINK. Tires will count towards annual volume bonus rate attainment and will receive a flat \$2.00 payment.
 * The Volume Bonus will be paid quarterly for GOLD Dealer who is tracking to the minimum objective of 800 units annually with a year end "true up". A GOLD Dealer with linked Retail Locations will receive the Volume Bonus on total Tires.

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