



MEDALLION™
Program

BUY MORE,
EARN MORE WITH
COOPER® MEDALLION



2021 PROGRAM BROCHURE

CooperMedallion.com

Updated December 2020



MEDALLION™ Program

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WELCOME TO THE COOPER® MEDALLION PROGRAM

THE PROGRAM THAT PAYS YOU FOR PURCHASING COOPER TIRES

You'll earn for *every Preferred Tire that you buy*, and get paid based on the Medallion Level that you've enrolled in – there's no limit to how much you can earn!

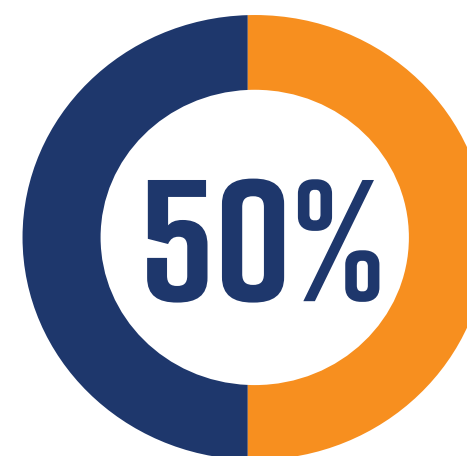
Take advantage of our program perks, partner discounts, and special promotions to maximize your earnings and grow your business. Then, track your progress at **CooperMedallion.com** with your personalized, easy-to-use dashboard.

Welcome to the 2021 Cooper Medallion Program!

TO ACHIEVE YOUR MEDALLION LEVEL

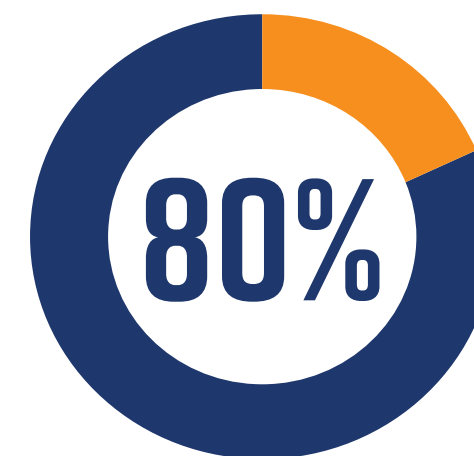
MEET ALL THREE PROGRAM REQUIREMENTS:

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 Medallion Level

GETTING PAID

TWO WAYS TO GET YOUR MONEY

When you enroll you will get to select one of two payment options.



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.

HOW TO EARN

INTRODUCING THE NEW COOPER® MEDALLION TIRE GROUPS:

PREFERRED TIRES	CORE TIRES				
		• Discoverer® AT3 ^{4S} ™	• CS5 Grand Touring™	• Discoverer EnduraMax™	• Discoverer SRX™
		• Discoverer AT3 ^{LT} ™	• CS5 Ultra Touring™	• Discoverer STT Pro™	• Discoverer SRX ^{LE} ™
		• Discoverer AT3 ^{XLT} ™	• Cooper Zeon RS3-G1™	• Discoverer S/T ^{MAXX} ™	• Discoverer Rugged Trek™
	VALUE TIRES		WINTER TIRES		
		• Evolution Tour™ • Evolution M/T™	• Evolution H/T™		• Discoverer Snow Claw™ • Evolution Winter™
STANDARD TIRES					
<ul style="list-style-type: none"> • Starfire AS™ • Starfire AP™ • Roadmaster RM253™ • Roadmaster RM170™ • Trendsetter SE™ • Starfire HT™ • Starfire WR™ • Roadmaster RM257™ • Roadmaster RM170+™ • Cobra Radial G/T™ 					

NEW

HIGHER PAYOUTS ON CORE TIRES!

	TOTAL TIRE REQUIREMENT		CORE TIRES	VALUE TIRES	WINTER TIRES	STANDARD TIRES
						No payout for Standard Tires
			Base Payment with Level Bonus	Base Payment with Level Bonus	Base Payment with Level Bonus	
EMERALD	Annual Total Tires 4,000 (2,000 of which must be Preferred Tires)	Quarterly Total Tires 1,000 (500 of which must be Preferred Tires)	\$9.00 TOTAL PAYMENT	\$8.00 TOTAL PAYMENT	\$6.00 TOTAL PAYMENT	Purchases count towards Total Tires.
DIAMOND	Annual Total Tires 2,800 (1,400 of which must be Preferred Tires)	Quarterly Total Tires 700 (350 of which must be Preferred Tires)	\$7.75 TOTAL PAYMENT	\$6.75 TOTAL PAYMENT	\$5.00 TOTAL PAYMENT	
PLATINUM	Annual Total Tires 1,800 (900 of which must be Preferred Tires)	Quarterly Total Tires 450 (225 of which must be Preferred Tires)	\$6.75 TOTAL PAYMENT	\$5.75 TOTAL PAYMENT	\$4.50 TOTAL PAYMENT	
SAPPHIRE	Annual Total Tires 800 (400 of which must be Preferred Tires)	Quarterly Total Tires 200 (100 of which must be Preferred Tires)	\$5.75 TOTAL PAYMENT	\$4.75 TOTAL PAYMENT	\$3.50 TOTAL PAYMENT	
GOLD	Annual Total Tires 300 (150 of which must be Preferred Tires)	Quarterly Total Tires 75 (38 of which must be Preferred Tires)	\$4.50 TOTAL PAYMENT	\$3.50 TOTAL PAYMENT	\$2.50 TOTAL PAYMENT	

MEDALLION LEVEL:
EMERALD

ELIGIBLE TIRES

NEW
**HIGHER
PAYOUTS**
ON CORE TIRES

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 Level Requirement must be Preferred Tires.

- ✓ Earn Preferred Tire payout ✓ Earn Level Bonus ✓ Purchases count towards your Total Tires

<p>BASE PAYMENT \$5.00 LEVEL BONUS \$4.00 \$9.00 TOTAL PAYMENT</p> <p>DISCOVERER® AT3^{4S}™</p>	<p>BASE PAYMENT \$5.00 LEVEL BONUS \$4.00 \$9.00 TOTAL PAYMENT</p> <p>DISCOVERER AT3^{LT}™</p>	<p>BASE PAYMENT \$5.00 LEVEL BONUS \$4.00 \$9.00 TOTAL PAYMENT</p> <p>DISCOVERER AT3^{XLT}™</p>
<p>BASE PAYMENT \$5.00 LEVEL BONUS \$4.00 \$9.00 TOTAL PAYMENT</p> <p>CS5 GRAND TOURING™</p>	<p>BASE PAYMENT \$5.00 LEVEL BONUS \$4.00 \$9.00 TOTAL PAYMENT</p> <p>CS5 ULTRA TOURING™</p>	<p>BASE PAYMENT \$5.00 LEVEL BONUS \$4.00 \$9.00 TOTAL PAYMENT</p> <p>COOPER® ZEON RS3-G1™</p>
<p>BASE PAYMENT \$5.00 LEVEL BONUS \$4.00 \$9.00 TOTAL PAYMENT</p> <p>DISCOVERER ENDURAMAX™</p>	<p>BASE PAYMENT \$5.00 LEVEL BONUS \$4.00 \$9.00 TOTAL PAYMENT</p> <p>DISCOVERER STT PRO™</p>	<p>BASE PAYMENT \$5.00 LEVEL BONUS \$4.00 \$9.00 TOTAL PAYMENT</p> <p>DISCOVERER S/T^{MAXX}™</p>

PREFERRED TIRES CONTINUED

<p>BASE PAYMENT \$5.00 LEVEL BONUS \$4.00 \$9.00 TOTAL PAYMENT</p> <p>DISCOVERER® SRX™</p>	<p>BASE PAYMENT \$5.00 LEVEL BONUS \$4.00 \$9.00 TOTAL PAYMENT</p> <p>DISCOVERER SRX^{LE}™</p>	<p>BASE PAYMENT \$5.00 LEVEL BONUS \$4.00 \$9.00 TOTAL PAYMENT</p> <p>NEW DISCOVERER RUGGED TREK™</p>
<p>BASE PAYMENT \$5.00 LEVEL BONUS \$4.00 \$9.00 TOTAL PAYMENT</p> <p>DISCOVERER HT PLUS™</p>	<p>BASE PAYMENT \$5.00 LEVEL BONUS \$4.00 \$9.00 TOTAL PAYMENT</p> <p>DISCOVERER HT3™</p>	<p>BASE PAYMENT \$4.00 LEVEL BONUS \$4.00 \$8.00 TOTAL PAYMENT</p> <p>EVOLUTION TOUR™</p>
<p>BASE PAYMENT \$4.00 LEVEL BONUS \$4.00 \$8.00 TOTAL PAYMENT</p> <p>EVOLUTION H/T™</p>	<p>BASE PAYMENT \$4.00 LEVEL BONUS \$4.00 \$8.00 TOTAL PAYMENT</p> <p>EVOLUTION M/T™</p>	<p>BASE PAYMENT \$2.00 LEVEL BONUS \$4.00 \$6.00 TOTAL PAYMENT</p> <p>DISCOVERER SNOW CLAW™</p>
<p>BASE PAYMENT \$2.00 LEVEL BONUS \$4.00 \$6.00 TOTAL PAYMENT</p> <p>DISCOVERER TRUE NORTH™</p>	<p>BASE PAYMENT \$2.00 LEVEL BONUS \$4.00 \$6.00 TOTAL PAYMENT</p> <p>EVOLUTION WINTER™</p>	

STANDARD TIRES

✓ Purchases count towards your Total Tires

- Starfire AS™
- Starfire HT™
- Starfire AP™
- Starfire WR™
- Roadmaster RM253™
- Roadmaster RM257™
- Roadmaster RM170™
- Roadmaster RM170+™
- Trendsetter SE™
- Cobra Radial G/T™

🌳 CORE TIRES 🌳 VALUE TIRES ❄️ WINTER TIRES

EMERALD

MEDALLION LEVEL:
DIAMOND

ELIGIBLE TIRES

NEW
**HIGHER
PAYOUTS**
ON CORE TIRES

2,800

TOTAL
ANNUAL
TIRES

700

TOTAL
QUARTERLY
TIRES

50% of which must
be Preferred Tires

PREFERRED TIRES

Get paid for Preferred Tire Purchases! At least 50% of Quarterly Level Requirement must be Preferred Tires.



Earn Preferred Tire payout



Earn Level Bonus



Purchases count towards your Total Tires

<p>BASE PAYMENT \$4.50 LEVEL BONUS \$3.25 \$7.75 TOTAL PAYMENT</p> <p>DISCOVERER® AT3^{4S}™</p>	<p>BASE PAYMENT \$4.50 LEVEL BONUS \$3.25 \$7.75 TOTAL PAYMENT</p> <p>DISCOVERER AT3^{LT}™</p>	<p>BASE PAYMENT \$4.50 LEVEL BONUS \$3.25 \$7.75 TOTAL PAYMENT</p> <p>DISCOVERER AT3^{XLT}™</p>
<p>BASE PAYMENT \$4.50 LEVEL BONUS \$3.25 \$7.75 TOTAL PAYMENT</p> <p>CS5 GRAND TOURING™</p>	<p>BASE PAYMENT \$4.50 LEVEL BONUS \$3.25 \$7.75 TOTAL PAYMENT</p> <p>CS5 ULTRA TOURING™</p>	<p>BASE PAYMENT \$4.50 LEVEL BONUS \$3.25 \$7.75 TOTAL PAYMENT</p> <p>COOPER® ZEON RS3-G1™</p>
<p>BASE PAYMENT \$4.50 LEVEL BONUS \$3.25 \$7.75 TOTAL PAYMENT</p> <p>DISCOVERER ENDURAMAX™</p>	<p>BASE PAYMENT \$4.50 LEVEL BONUS \$3.25 \$7.75 TOTAL PAYMENT</p> <p>DISCOVERER STT PRO™</p>	<p>BASE PAYMENT \$4.50 LEVEL BONUS \$3.25 \$7.75 TOTAL PAYMENT</p> <p>DISCOVERER S/T^{MAXX}™</p>

PREFERRED TIRES CONTINUED

<p>BASE PAYMENT \$4.50 LEVEL BONUS \$3.25 \$7.75 TOTAL PAYMENT</p> <p>DISCOVERER® SRX™</p>	<p>BASE PAYMENT \$4.50 LEVEL BONUS \$3.25 \$7.75 TOTAL PAYMENT</p> <p>DISCOVERER SRX^{LE}™</p>	<p>BASE PAYMENT \$4.50 LEVEL BONUS \$3.25 \$7.75 TOTAL PAYMENT</p> <p>NEW DISCOVERER RUGGED TREK™</p>
<p>BASE PAYMENT \$4.50 LEVEL BONUS \$3.25 \$7.75 TOTAL PAYMENT</p> <p>DISCOVERER HT PLUS™</p>	<p>BASE PAYMENT \$4.50 LEVEL BONUS \$3.25 \$7.75 TOTAL PAYMENT</p> <p>DISCOVERER HT3™</p>	<p>BASE PAYMENT \$3.50 LEVEL BONUS \$3.25 \$6.75 TOTAL PAYMENT</p> <p>EVOLUTION TOUR™</p>
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<p>BASE PAYMENT \$1.75 LEVEL BONUS \$3.25 \$5.00 TOTAL PAYMENT</p> <p>DISCOVERER TRUE NORTH™</p>	<p>BASE PAYMENT \$1.75 LEVEL BONUS \$3.25 \$5.00 TOTAL PAYMENT</p> <p>EVOLUTION WINTER™</p>	

STANDARD TIRES



Purchases count towards your Total Tires

- Starfire AS™
- Starfire HT™
- Starfire AP™
- Starfire WR™
- Roadmaster RM253™
- Roadmaster RM257™
- Roadmaster RM170™
- Roadmaster RM170+™
- Trendsetter SE™
- Cobra Radial G/T™



CORE TIRES



VALUE TIRES



WINTER TIRES

DIAMOND

MEDALLION LEVEL:
PLATINUM

ELIGIBLE TIRES

NEW
**HIGHER
PAYOUTS**
ON CORE TIRES

1,800

TOTAL
ANNUAL
TIRES

450

TOTAL
QUARTERLY
TIRES

50% of which must
be Preferred Tires

PREFERRED TIRES

Get paid for Preferred Tire Purchases! At least 50% of Quarterly Level Requirement must be Preferred Tires.

- ✓ Earn Preferred Tire payout ✓ Earn Level Bonus ✓ Purchases count towards your Total Tires

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<p>BASE PAYMENT \$3.75 LEVEL BONUS \$3.00 \$6.75 TOTAL PAYMENT</p> <p>CS5 GRAND TOURING™</p>	<p>BASE PAYMENT \$3.75 LEVEL BONUS \$3.00 \$6.75 TOTAL PAYMENT</p> <p>CS5 ULTRA TOURING™</p>	<p>BASE PAYMENT \$3.75 LEVEL BONUS \$3.00 \$6.75 TOTAL PAYMENT</p> <p>COOPER® ZEON RS3-G1™</p>
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STANDARD TIRES

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- Roadmaster RM253™
- Roadmaster RM257™
- Roadmaster RM170™
- Roadmaster RM170+™
- Trendsetter SE™
- Cobra Radial G/T™

🌳 CORE TIRES 🌞 VALUE TIRES ❄️ WINTER TIRES

PLATINUM

MEDALLION LEVEL:
SAPPHIRE

ELIGIBLE TIRES

NEW
**HIGHER
PAYOUTS**
ON CORE TIRES

800

TOTAL
ANNUAL
TIRES

200

TOTAL
QUARTERLY
TIRES

50% of which must
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PREFERRED TIRES

Get paid for Preferred Tire Purchases! At least 50% of Quarterly Level Requirement must be Preferred Tires.

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<p>BASE PAYMENT \$2.75 LEVEL BONUS \$2.00 \$4.75 TOTAL PAYMENT</p> <p>EVOLUTION H/T™</p>	<p>BASE PAYMENT \$2.75 LEVEL BONUS \$2.00 \$4.75 TOTAL PAYMENT</p> <p>EVOLUTION M/T™</p>	<p>BASE PAYMENT \$1.50 LEVEL BONUS \$2.00 \$3.50 TOTAL PAYMENT</p> <p>DISCOVERER SNOW CLAW™</p>
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- Cobra Radial G/T™

🌳 CORE TIRES 🌳 VALUE TIRES ❄️ WINTER TIRES

MEDALLION LEVEL:
GOLD

ELIGIBLE TIRES

NEW
**HIGHER
PAYOUTS**
ON CORE TIRES

300

TOTAL
ANNUAL
TIRES

75

TOTAL
QUARTERLY
TIRES

50% of which must
be Preferred Tires












PREFERRED TIRES

Get paid for Preferred Tire Purchases! At least 50% of Quarterly Level Requirement must be Preferred Tires.

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PREFERRED TIRES CONTINUED

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STANDARD TIRES

✓ Purchases count towards your Total Tires

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- Trendsetter SE™
- Cobra Radial G/T™

🌳 CORE TIRES 🌳 VALUE TIRES ❄️ WINTER TIRES

GOLD

TAKE YOUR PERFORMANCE TO THE NEXT LEVEL

COOPERMEDALLION.COM

The Cooper® Medallion 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.

NEW

DOUBLE BUCKS DASHBOARD

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



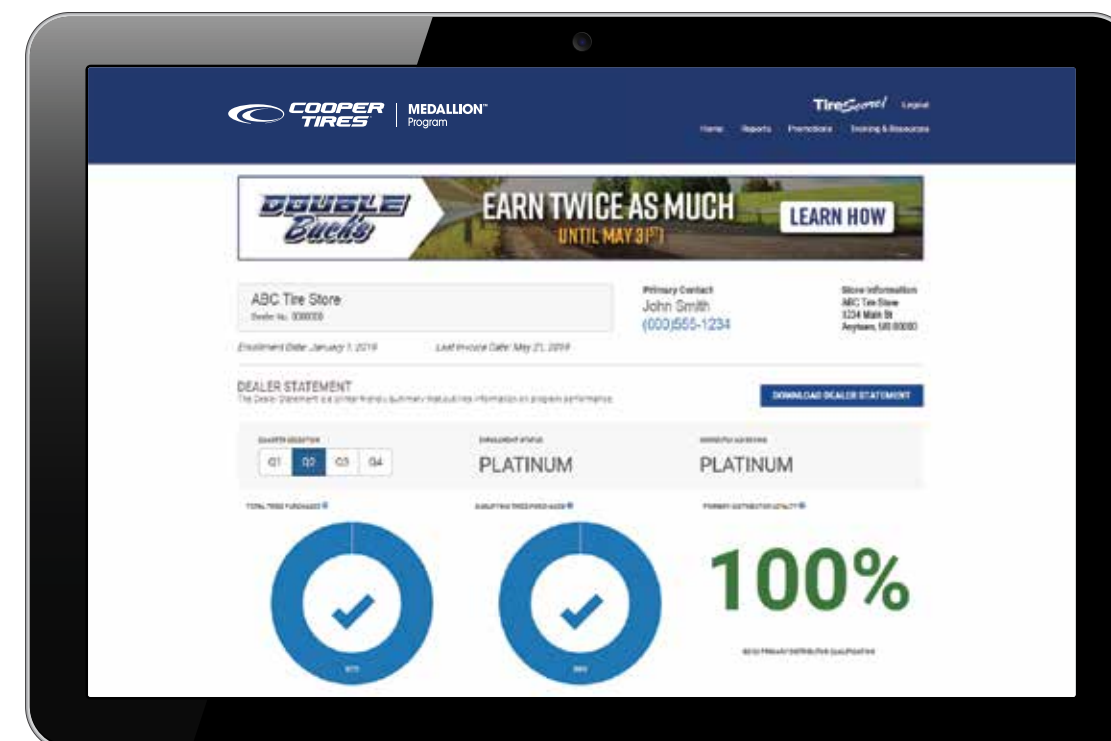
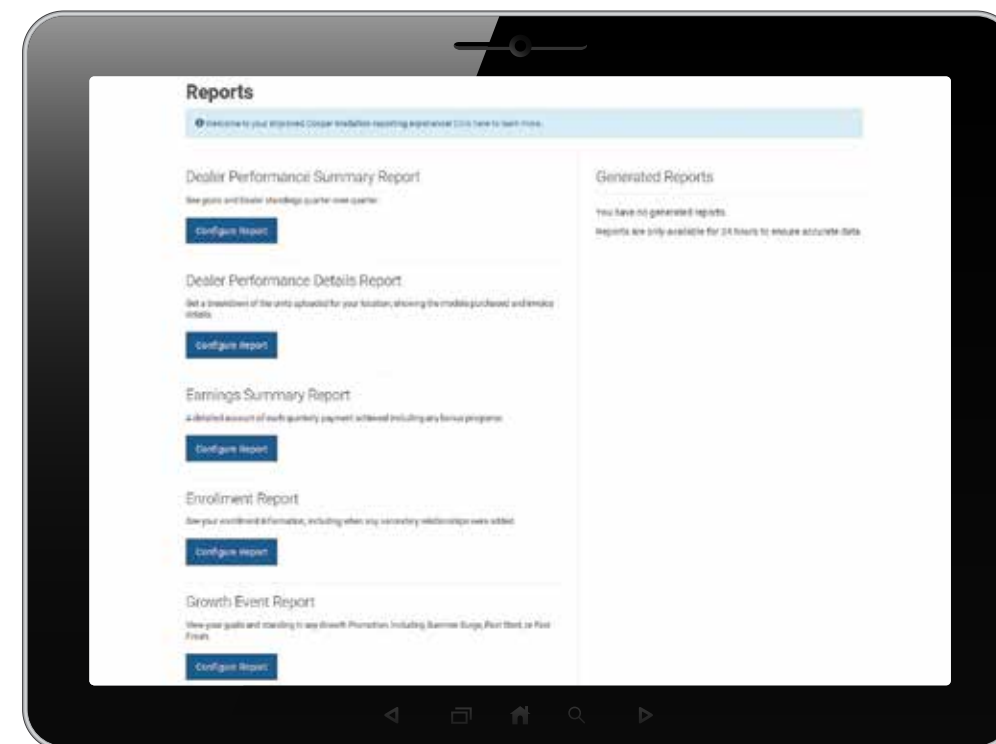
CURRENT PROMOTIONS

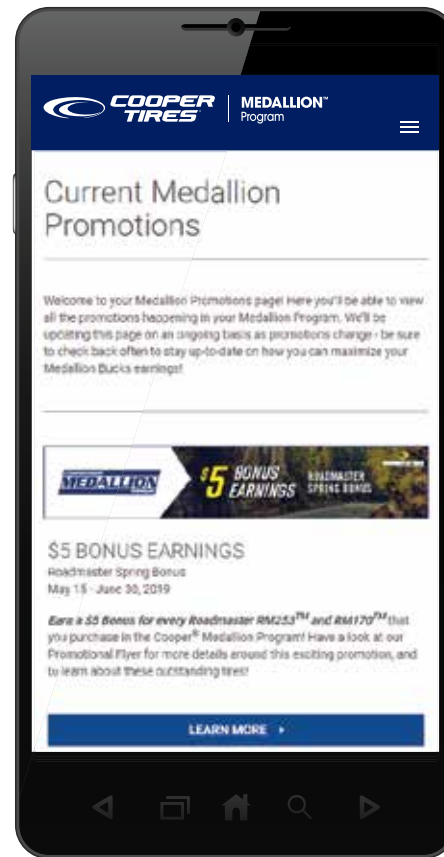
Make your purchases give you the biggest bang for your buck. Our **Promotions** page gives you all the details on current promotions in the Cooper® Medallion program.



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.





TAKE YOUR PERFORMANCE TO THE NEXT LEVEL

COOPERMEDALLION.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.

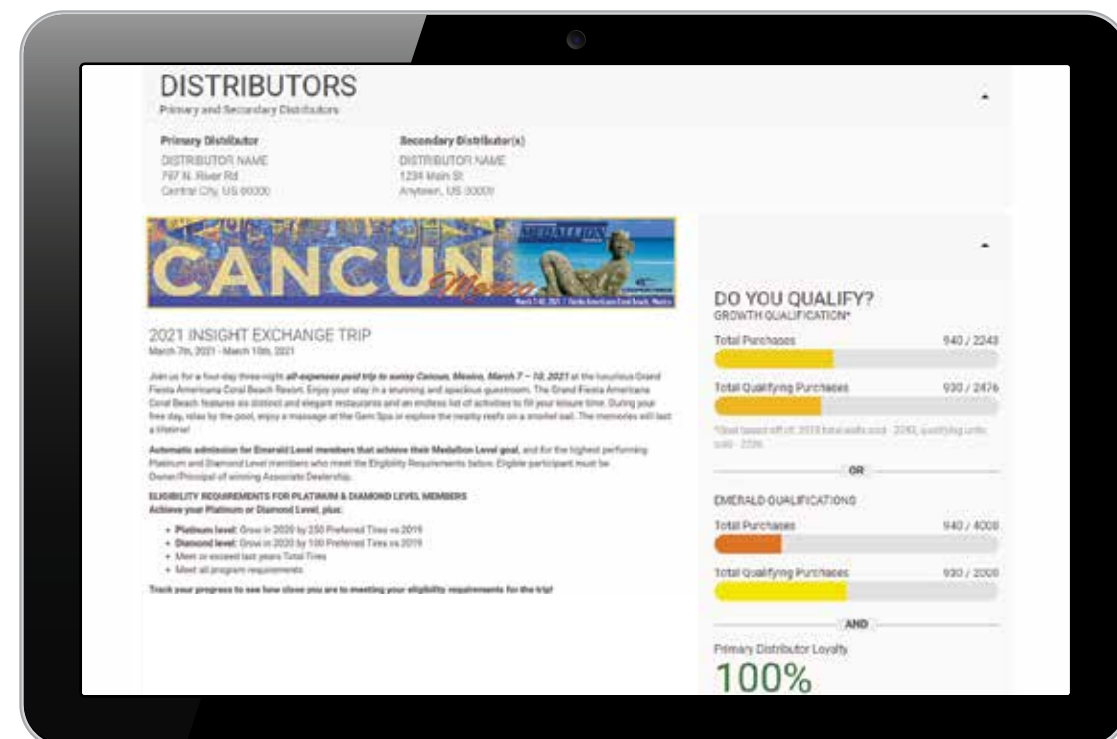


QUICK-REFERENCE DOCUMENTATION

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 **CooperMedallion.com** - your number one resource for information on the Cooper® Medallion program.





PROMOTIONS

TURBOCHARGE YOUR EARNINGS!

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



Watch your earnings skyrocket when you earn twice as much during our Double Bucks Promotional periods. Participation is simple – just keep purchasing eligible Cooper® 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.



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

NEW MEMBER BONUS: ENROLLMENT REWARD

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

As a New Dealer, you are eligible for your Enrollment Reward when you achieve a Medallion Level 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 Medallion Level you have enrolled in.

Medallion Level	Emerald	Diamond	Platinum	Sapphire	Gold
Enrollment Reward	\$750	\$500	\$300	\$225	\$150

For more information around Medallion Levels please see page 7.

MARKETING SUPPORT

CUSTOM ADVERTISING

Download the graphics you need to advertise. REGISTER NOW! www.CooperBrandTools.com
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, go to www.CooperBrandTools.com and click on the REGISTER link. Then fill out the form and click REGISTER to 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 Cooper® advertising needs.

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



MERCHANDISING

Order Your Cooper POS materials at www.CooperTireAdStore.com

Cooper 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, Cooper flags, tire racks, decals, outdoor banners, wearables and signage.

Access the Cooper Tire Ad Store through the Medallion website at CooperMedallion.com



DIGITAL MARKETING (PROMOBOX)

To support your digital marketing efforts, leverage Promobox, a digital marketing platform sponsored 100% by Cooper Tires. Promobox provides you free access to customizable, brand-approved digital marketing content and easy-to-use tools to better connect with your local consumers online and help drive traffic to your store!

If you have not yet signed up to use the platform, you can enroll through this link:
CooperTireMarketing.com

Multi-Channel Campaign Assets for: Social, Website Ads, Co-Branded Landing Pages and Email

Automation and Scheduling Campaign Tools

Downloadable Assets in Digital Library



PROMOTIONS

Earn Extra Cash and Increase Consumer Sales

Effective promotions such as DOUBLE BUCKS will help you earn TWICE AS MANY MEDALLION BUCKS on a range of Preferred Tires.

Plus, participate in our National Consumer Reward Promotion offer—it's a great way for you to help seal the deal at the counter, making the sale and increasing the money in your pocket with sales of qualifying Medallion product!

Promotion support may include: Digital and Mobile Advertising, Email Marketing, Public Relations, Social Media (Facebook™ and Twitter™), Website Support, Point-of-Sale Materials.

You're eligible for this Promotion support once you reach your Medallion Level for the first time. Any time there is an upcoming consumer promotion, Cooper Tire will arm you with the necessary materials to help promote the tires featured in the promotion.



COOPER TIRE IS PLEASED TO OFFER ITS COOPER® MEDALLION DEALERS WITH THE MOST ADVANCED ELEARNING PROGRAM IN THE TIRE INDUSTRY!

Cooper Tire believes in supporting our distributors and dealers with the very best training support offered in the Industry. Our online program, eCooper University Training Rewards, is designed to provide our customers with the best training and information on selling skills, product knowledge, the Cooper Tire Organization and knowledge about the tire industry available. While learning to increase sales and profits for your dealership, enrolled employees will earn valuable points which can be used to purchase a range of rewards from Cooper branded apparel to the latest high-tech gadgets.

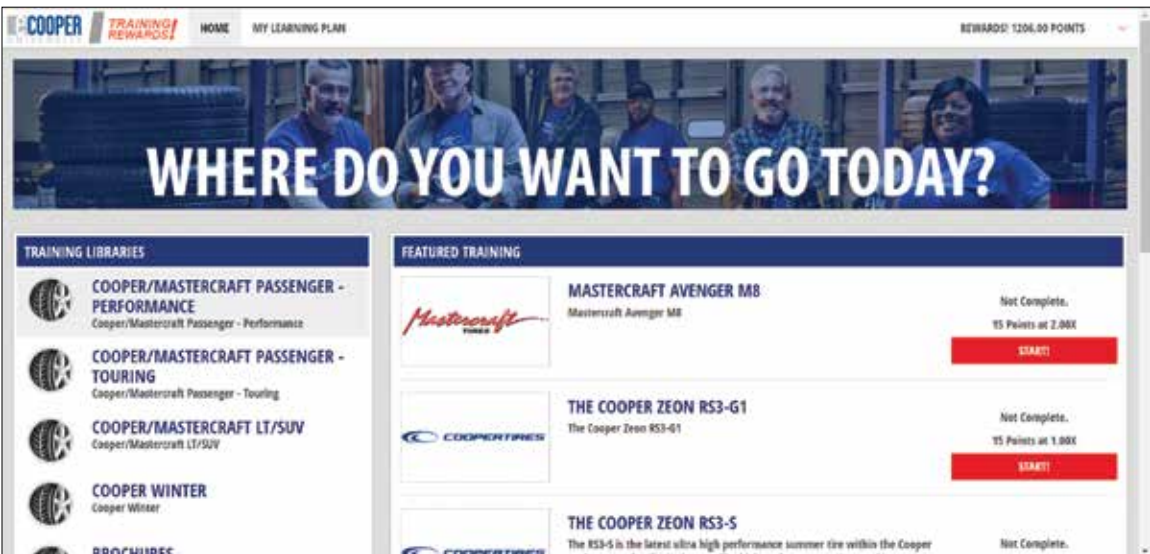
SKILLS, KNOWLEDGE AND SALES TRAINING

We provide training not just in our award winning tires, but in the skills and knowledge needed to be successful as a tire dealer in today's highly competitive business environment. Courses offered on eCooper University feature training in:

- Cooper Tire Products
- Brand Knowledge
- General Tire Knowledge
- Business Management Expertise
- Selling Skills

WEBINARS, PRESENTATIONS AND TOOLS!

In addition to classes, we also invite our customers to participate in webinars on key topics facing dealers such as Understanding Millennials, Selling Winter Tires, Dealership Financial Management, Succession Planning for Your Business and other hot topics in the industry. To learn more or for more information on how to register today, please email SalesTraining@coopertire.com





COOPER TIRES MERCH STORE EXCLUSIVE MEDALLION OFFER

The Cooper Tires eStore offers a wide range of exclusive branded merchandise. Find brand name items like Yeti, Carhartt, Nike, Under Armour, Titleist, and more.

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

Medallion members receive an **exclusive 15% off** discount. Use code **CTM15** 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 Cooper Tires special order representative.

Cooper Tires eStore:
cooptire.corpmerchandise.com
Phone: 800-331-7901
Email: CooperTire@Staples.com

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



THE COOPER TIRE ON HOLD MARKETING PROGRAM

Start shaping the conversation with callers before you even talk to them. With the Cooper Tire On Hold Marketing program, you can up-sell and cross-sell, reinforce the reasons to buy Cooper® products, and promote the specific value of your dealership. It's a cost-effective tool that helps you maximize the sales potential of each call. BusinessVoice proactively updates productions, provides Spanish-language messaging, and creates custom content specific to your business all at a discounted price for Cooper dealers!

To learn more, contact Victor Tehensky toll free at 1-866-473-9000 ext. 354 or Victor.Tehensky@BusinessVoice.com or visit www.BusinessVoice.com/CooperTire to learn more today.



Synchrony and Cooper Tires have partnered to bring you the Cooper Tires Synchrony Car Care Credit Card Program making it easier than ever to bring more quality tires and expert services to more customers—and keep them coming back.

As a Cooper Tires Synchrony Car Care Credit Card merchant, you'll enjoy the following major program features:

- More repeat sales—Up to 60% repeat cardholder business.*
- Competitive merchant discount rates—Saving you money with 6 Months Special Financing** and other promotional financing options, with rates often lower than bankcards.
- Your store name on every card—Keeping Cooper Tires top of mind while encouraging repeat business and customer loyalty.
- Free in-store signage—Plus online marketing tools and support.
- Consumer Rebates – Offer your customers additional rebates when they use their Cooper/Mastercraft card! Rebates offered throughout the year with no additional cost to you.

*Source 2018 Synchrony Financial Program Data. **Subject to credit approval. Minimum monthly payments required. Credit is extended by Synchrony.

SATISFY CUSTOMERS, BUILD LOYALTY AND INCREASE SALES WITH THE COOPER TIRES CREDIT CARD.

**IT'S TIME TO GET
MORE TRACTION.**

Sign up today!

Here's how:

- Call toll free: 1-866-209-4457
- Have your federal tax ID ready when you call



Tire & Auto Point-Of-Sale Software

by Andréoli Software

Cooper Medallion

20% OFF

License, Setup, & Training
Call for details.

800-438-4487 ext.32
www.aasys.com

DISCOUNTED

Gift Card Catalog

InComm InCentives Shop



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



- 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 Medallion Program offers exclusive benefits and rewards for the top performers annually.

As a member of the Medallion program you have access to exclusive benefits designed to help you and your business grow! Details can be found on pages 24-28:

- Advertising Support
- eCooper University
- Staples
- Business Voice
- Synchrony
- Andreoli Software Solutions
- InComm

ADDITIONAL PERKS

Receive these additional exclusive benefits after you achieve a Medallion Level for the first time in the Cooper Medallion program:

- **Cooper 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 whenever we're holding a promotion*)
- **Inclusion on Cooper Tires Dealer Locator** (*get more customers when your business is featured on CooperTire.com*)

FREQUENTLY ASKED QUESTIONS

How can I tell how close I am to reaching my Medallion Level goal for a quarter?

Visit the Program Website (CooperMedallion.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 tires 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 (CooperMedallion.com).

Where can I find the eligible products for the program?

Please see Pages 8 to 17 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 (CooperMedallion.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 (CooperMedallion.com) in the Training & Resources section.

How do I register Secondary Distributors for my Dealership?

To add Secondary Distributors to your business, please contact Cooper® Medallion Program Headquarters at 1-888-209-8130 or medallion@cooper.com.

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

The Medallion Bucks and Level Bonus 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 Medallion payout. You can see your Primary Distributor Loyalty on the home page of the Program Website (CooperMedallion.com).

What number do I call for Advertising?

Cooper® Advertising 1-877-314-1620

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

Contact your 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 18 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).



MEDALLION™
Program



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 CooperMedallion.com



PEACE OF MIND

Backed by Cooper Tires: American Owned since 1914.

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

Visit CooperMedallion.com - your number one resource for information on the Cooper® Medallion program.

