

DRIVEN

ASSOCIATE DEALER PROGRAM

ACCELERATE YOUR SALES WITH TOYO TIRES. BECOME A TOYO TIRES DRIVEN DEALER AND ENJOY ADDITIONAL BENEFITS LIKE QUARTERLY BONUS INCENTIVES, WHILE ALSO BEING ADDED TO OUR ONLINE DEALER FINDER. YOU'LL ALSO HAVE ACCESS TO COMPREHENSIVE TRAINING, REAL-TIME PERFORMANCE TRACKING AND MORE.

GET STARTED

1

To get started, fill out the Enrollment Application.

2

Get it approved by your Toyo Tires Regional Sales Manager.

3

Place an order of 50 or more units with your Toyo Tires Regional Sales Manager or an authorized Toyo Tires Distributor.

PROGRAM BENEFITS

- Quarterly Bonus Incentives
- Added to our online dealer finder
- Access to comprehensive training
- Emails when rewards are loaded to your debit card
- Online Access 24/7 with dedicated customer support
- Reach the first tire payout level at 100 units per quarter
- Get a Milestone packer with a Toyo Tires floor mat, window decal, and counter card for meeting Level 1 for the first time.

TIRE PAYOUT LEVELS

LEVEL 1
PCR/LTR: 100-249
Commercial: 50-99



LEVEL 2
PCR/LTR: 250-399
Commercial: 100-149



LEVEL 3
PCR/LTR: 400+
Commercial: 150+



WHAT'S NEXT

After your order of 50 or more units is placed, Toyo Tires will send you details to set up your dealership's account on dealerportal.toyotires.com where you can access sales and marketing tools available to Driven dealers.



dealerportal.toyotires.com **TOYO TIRES**

TIRE PAYOUT LEVELS



- ★
LEVEL 1
PCR/LTR: 100-249
Commercial: 50-99
- ★★
LEVEL 2
PCR/LTR: 250-399
Commercial: 100-149
- ★★★
LEVEL 3
PCR/LTR: 400+ units
Commercial: 150+ units

PAYOUT SCHEDULE

	Q1	Q2	Q3	Q4
PERIOD	JAN-MAR	APR-JUN	JUL-SEP	OCT-DEC
CLAIM SUBMISSION DEADLINE	APR 15	JUL 15	OCT 15	JAN 15
PAYMENT	APR	JUL	OCT	JAN

SALES AND MARKETING TOOLS



POP



APPAREL



CONSUMER BROCHURES



HATS



EXPANDABLE TIRE STANDS



TOYO TIRE U.S.A. CORP DRIVEN ASSOCIATE DEALER PROGRAM TERMS AND CONDITIONS

PLEASE READ THESE TOYO TIRE U.S.A. CORP. DRIVEN ASSOCIATE DEALER PROGRAM TERMS AND CONDITIONS (“OFFICIAL RULES”) CAREFULLY. BY PARTICIPATING IN THE PROGRAM (AS DEFINED BELOW), YOU AGREE TO BE BOUND BY THE OFFICIAL RULES DESCRIBED HEREIN. IF YOU DO NOT AGREE TO ADHERE TO ALL OF THESE OFFICIAL RULES, YOU CANNOT PARTICIPATE IN THE PROGRAM.

APPLICATION

- 1) Only Toyo Tire U.S.A. Corp. (“**Toyo Tires**”) Authorized Associate Dealers are eligible to apply for the Driven Associate Dealer Program (the “**Program**”).
 - a. An “**Authorized Associate Dealer**” is an individual or business entity that:
 - i. purchases Toyo branded tires (“**Product(s)**”) from an Authorized Direct Dealer and resells the Products as part of a commercial enterprise;
 - ii. has received and agrees to adhere to the Toyo Tire U.S.A. Corp. Authorized Associate Dealer Policy; and
 - iii. has not had its Authorized Associate Dealer status revoked by Toyo Tires.
 - b. An “**Authorized Direct Dealer**” is an individual or business entity that:
 - i. purchases Product directly from Toyo Tires and resells the Product as part of a commercial enterprise;
 - ii. has been designated by Toyo Tires as an Authorized Direct Dealer;
 - iii. has entered into an agreement with Toyo Tires that includes the Toyo Tire U.S.A. Corp. Authorized Direct Dealer Terms and Conditions; and
 - iv. has not had its Authorized Direct Dealer status revoked by Toyo.
- 2) Authorized Direct Dealers are not eligible to apply for the Program.
- 3) To apply for the Program, Authorized Associate Dealer must:
 - a. Submit to Toyo Tires a completed Program application form;
 - b. Agree to adhere to the terms and conditions set forth in the Toyo Tire U.S.A. Corp. Authorized Associate Dealer Policy; and
 - c. Purchase a minimum of fifty (50) units of Product (“**Minimum Application Order**”) from its Appointed Direct Dealers (as defined below). For purposes of the Program the term “**Purchased**” shall mean Product shipped and invoiced to Authorized Associate Dealer or Driven Dealer (as defined below), as applicable.
- 4) Minimum Application Order must be made within the current calendar quarter or the previous calendar quarter from the time of submission of Program application.
- 5) Participation in the Program is subject to Toyo Tires’ final approval.
- 6) Authorized Associate Dealers approved to participate in the Program are referred to as “**Driven Dealers.**”

PARTICIPATION CONDITIONS

- 7) Each Driven Dealer must appoint a “**Primary Direct Dealer**” and a “**Secondary Direct Dealer**” (“**Appointed Direct Dealer(s)**”). Each Appointed Direct Dealer is subject to the approval of Toyo Tires and must be a Toyo Authorized Direct Dealer.
- 8) By the end of each calendar quarter, all Driven Dealers must satisfy the following conditions in order to be eligible for Program Benefits (as defined below):
 - a. Purchase a minimum of 100 PCR/LTR units or 50 Commercial/TBR units of Product from Appointed Direct Dealers. If Driven Dealer has multiple shipping locations, each such shipping location must purchase a minimum of 100 PCR/LTR units or 50 Commercial/TBR units from Appointed Direct Dealers.
 - b. Adhere to the Primary Purchase Compliance (“**PPC**”) requirement:
 - i. At least 75% of the PCR/LTR units must be purchased directly through the Primary Direct Dealer.
 - ii. No more than 25% of the PCR/LTR units should be purchased through the Secondary Direct Dealer.
 - iii. TBR unit purchases are not subject to the PPC.
- 9) Toyo Tires shall rely solely on the Claim Submissions (as defined below) from Driven Dealer’s Appointed Direct Dealers to verify satisfaction of the above Program conditions and/or any other Official Rules set forth herein (collectively “**Program Conditions**”).
- 10) Toyo Tires reserves the right to immediately terminate from the Program any Driven Dealer or Appointed Direct Dealer in its sole and absolute discretion.
- 11) Driven Dealer may request a transfer to new Appointed Direct Dealers only after participating in the Program for a minimum of twelve (12) months and failing to earn a payout under the Program for three (3) consecutive calendar quarters (“**First Transfer**”). After the First Transfer and for any subsequent transfer, Driven Dealer may request a transfer to new Appointed Direct Dealers only after twenty-four (24) months from the date of the First Transfer or any subsequent transfer, as applicable.
- 12) Selection by Driven Dealer of its Appointed Direct Dealers and any transfer of the Appointed Direct Dealers thereafter are subject to the approval of Driven Dealer’s applicable Toyo Tires Regional Sales Manager.

BENEFITS

- 13) For each calendar quarter, based upon the number of units of Product purchased by Driven Dealer and reported by its Appointed Direct Dealers, Driven Dealer will be categorized into one of the following Program tiers: Level 1, Level 2, or Level 3 (individually and collectively, “**Program Tier**”).
- 14) There will be two (2) different Program Tiers that Driven Dealer can strive for – a Program Tier for PCR and LTR patterns (“**PCR/LTR Program Tier**”) and a Program Tier for TBR patterns (“**TBR Program Tier**”).
 - a. For the PCR/LTR Program Tier, each tier can be reached solely with PCR/LTR Product sales.
 - b. For the TBR Program Tier, only TBR Product sales will count towards the tier levels.
- 15) For each calendar year, based upon the number of units of Product purchased by Driven Dealer and reported by its Appointed Direct Dealers, Driven Dealer will be categorized into one of the following Program bonus tiers: Level 1, Level 2, Level 3, or Level 4 (individually and collectively, “**Annual Program Tier**”).
- 16) Payouts, incentives and other benefits applicable to each Program Tier (“**Program Benefits**”) shall be determined by Toyo Tires in its sole and absolute discretion.
- 17) The following Products are not eligible for any Program Benefits:
 - a. Product sold to any party other than an end user

- b. Product sold through the Internet or any other unauthorized sales channels;
 - c. Product returned for any reason; and
 - d. Product purchased from anyone other than Driven Dealer's Appointed Direct Dealers.
- 18) Toyo Tires reserves the right to (i) adjust Driven Dealer's Program Tier classification and (ii) receive an immediate refund from Driven Dealer and/or offset against Driven Dealer's future Program Benefits, at Toyo Tires sole discretion, for any Program Benefit provided to Driven Dealer based upon a:
- a. Product that is later returned for any reason; or
 - b. Fraudulent or inaccurate Claim Submission (as defined below) or other false information provided to Toyo Tires by Driven Dealer and/or its Appointed Direct Dealers.
- 19) The provision of any Program Benefit is conditioned upon Driven Dealer's full compliance with Program Conditions, the terms and conditions of the Toyo Tires U.S.A. Authorized Associate Dealer Policy, and any other applicable Toyo Tires policies and rules.

CLAIM SUBMISSION

- 20) Each Appointed Direct Dealer must complete and submit a Program claim submission ("**Claim Submission**") at least once per week for any purchases made by its Driven Dealer(s) since the last Claim Submission.
- 21) Completed Claim Submissions shall be uploaded by Appointed Direct Dealers to the Program website, secure FTP site, or other method as directed by Toyo Tires.
- 22) Late or incomplete Claim Submissions WILL NOT be accepted and Toyo Tires will not provide Driven Dealer any Program Benefits with respect to such Claim Submissions.
- 23) Toyo Tires shall not be responsible or liable to Driven Dealer for any failure by Driven Dealer's Appointed Direct Dealers to submit or timely submit a Claim Submission or for any false or inaccurate information contained therein.
- 24) The submission of false or inaccurate Claim Submissions is grounds for termination of Driven Dealer and/or Driven Dealer's Appointed Direct Dealer(s) from the Program.
- 25) Toyo Tires reserves the right to audit all Claim Submissions and request additional support information and/or documentation from Driven Dealer and Driven Dealer's Appointed Direct Dealers.

MISCELLANEOUS

- 26) Toyo Tires has the right to terminate, amend or modify the Program and these Official Rules at any time, in its sole discretion, with or without notice, and for any or no reason. Therefore, you should frequently review these Official Rules and applicable policies under "Program Info" at <https://dealerportal.toyotires.com/> or such other location as maybe identified by Toyo Tires, to understand all Official Rules that apply to the Program.
- 27) These Official Rules and the Program will be interpreted, construed and enforced, and governed in all aspects in accordance with the exclusive jurisdiction and laws of the State of California. Any cause of action arising under or relating to these Official Rules will be brought exclusively in a court in Los Angeles, California.

Effective Date: January 1, 2020



ENROLLMENT APPLICATION

EACH DEALER MUST HAVE A DRIVEN ENROLLMENT APPLICATION APPROVED BY TOYO TIRE U.S.A. CORP. PRIOR TO ACCEPTANCE INTO THE TOYO TIRES DRIVEN ASSOCIATE DEALER PROGRAM. RETURN YOUR COMPLETED DRIVEN ENROLLMENT FORM ALLONG WITH PROOF OF 50-UNTI ORDER FROM AN AUTHORIZED TOYO TIRES DISTRIBUTOR TO YOUR REGIONAL SALES MANAGER OR TOYO DISTRIBUTOR.

Dealer Legal Name _____

DBA (if applicable) _____

Dealer Physical Address _____

Dealer Mailing Address _____

City _____ State _____ Zip _____

Contact Person _____ Title _____

E-mail _____ Phone _____ Fax _____

Website Address _____

Products: Passenger Light Truck Ultra-High Performance Competition Commercial

Services: Inspections Road Service Night Service Adjustments Commercial Service

DEBIT CARD FOR REWARDS CASH MUST BE ISSUED TO AN AUTHORIZED PERSON WITHIN THE BUSINESS.

Full legal name of authorized person to be issued reward card _____

I have read and understand all terms and guidelines of the Toyo Tires Driven Associate Dealer Program. I understand that enrollment in this program is solely determined by Toyo Tire U.S.A. Corp. and may be canceled or modified at any time, with or without notice.

Applicant Name (Printed) _____

Applicant Signature _____ Date _____

FOR OFFICE USE ONLY

Toyo Regional Sales Manager _____ Date _____

Received _____ Entered _____

Driven Program Coordinator _____ Official Enrollment Date _____

4 STEPS TO COMPLETE THE TOYO DRIVEN ENROLLMENT PROCESS

✓ **Step 1 Complete & sign the Toyo DRIVEN enrollment form:**

- When completing the enrollment form, make sure you supply your correct email address. Your future passwords to log on to the Toyo DRIVEN web site will be emailed to the email address you supply.

Step 2 The Toyo Tires corporate office will assign a user name for you... (Example...A123456):

- Once you receive your new Toyo DRIVEN user name (we refer as an "A" number) by e-mail, click on the Activate Account Button on the email. This will take you to the password reset page. Enter your new password twice and click submit. Your new password has now been set. You can now log on to the Toyo Dealer Portal to access the Driven Website and then complete your Dealer Principal enrollment.
- In this enrollment process, you will be asked to choose a Card Holder Name (CH) and a Contact Person Name (CP).

Step 3 Now the Card Holder (CH), as designated in Step 2, will be notified through an e-mail alert that they have been selected, notified of their A# (User Name), and that they must complete the following steps:

- This process will require a separate log on with a new password.
- Click the blue Log In button in the e-mail alert.
- You will be taken to the Single Sign On Password Reset page. Enter your new password twice and click submit. Your new password has now been set. You can now log on to the Toyo Dealer Portal to access the Driven Website to complete your enrollment.

Step 4 Now the Contact Person (CP) as designated in Step 2 will be notified by the Dealer Principal that they have been selected, notified of their A# (User Name), and that they must complete the following steps:

- This process will require a separate log on with a new password.
- Click the blue Log In button in the e-mail alert.
- You will be taken to the Single Sign On Password Reset page. Enter your new password twice and click submit. Your new password has now been set. You can now log on to the Toyo Dealer Portal to access the Driven Website to complete your enrollment.

NOTE: Please contact the Dealer Portal Help Desk at 1-800-953-8696 with any questions.