

ARE YOU READY TO TAKE YOUR BUSINESS TO THE NEXT LEVEL?

Michelin's 2025 program for Alliance Associate Dealers is loaded with brand-new benefits to help you achieve your goals and grow your business.

- Invoice Price Reductions
- Competitive Deferred Bonuses
- Expansion Assistance and more

When you invest in our top-quality tires, we invest in your success. So team up with Michelin for a better way forward and a prosperous future!



2025 PROGRAM REFERENCE GUIDE

ALLIANCE ASSOCIATE DEALER

PROGRAM BENEFITS

5.50%

Instant Invoice
Discount*

UP TO 4%

Retail Productivity
Bonus**

2.50%
AUTOPAY BDF

Business Development Fund
(BDF) on Michelin & BFGoodrich

\$3 BONUS

on every Uniroyal
purchase on program

ACCESS TO CLT

Purchase 17.5" / 19.5"
CLT tires on program***

2 YEAR

Expansion Assistance
for new Retail Locations

*5.50% discount on 3rd party claim submissions paid separately.

**This is a deferred bonus paid on all AAD Program purchases, at 100% (i.e., no more adjustment for retail% required even for 10k+ dealers).

***Purchase at discounted price and receive compensation on 3rd party claim submissions.

See back side for details and example scenarios.

WELCOME TO THE MICHELIN NORTH AMERICA AAD PROGRAM FOR 2025

The AAD program is designed to help you set and meet your goals. It provides real opportunity for real gains, with clear targets and requirements to guide you on your path to prosperity. We want your business to thrive. Because when you succeed, we all succeed.

ESSENTIAL INFORMATION

PROGRAM COMPLIANCE REQUIREMENT

- 1) AADs must meet 250 tires per Retail POS by June and 500 per Retail POS by December.
 - 2) AAD must be at least 75% retail to remain compliant on program.
- If the dealer does not comply, they will be ineligible for the program for the rest of 2025. They can request to re-enroll in 2026, but this will need Michelin's approval.

5.5% INSTANT DISCOUNT PROGRAM BENEFITS:

National Tire Wholesale, American Tire Distributors, US AutoForce and Tire Rack Wholesale are the latest wholesalers to offer a 5.5% instant discount on the AAD program purchases. While purchases from other authorized regional wholesalers will not receive the instant discount, they will still count towards your program goal attainment once verified. These purchases will qualify for deferred bonus payments, including RPB and BDF.

3RD PARTY CLAIMS (P/LT ONLY)

AADs will receive their RPB and BDF (in deferred payments) on submission of 3rd Party Claims such as Car Dealers (OS) and NAFA (DR). This includes the RPB (if applicable), an additional 5.5% RPB (allocated for On-Invoice Discount) and BDF. AADs will be reimbursed at the netted invoice price by the WDA.

ACCESS TO COMMERCIAL LIGHT TRUCK TIRES:

AADs now have access to 17.5", 19.5" and other commercial light truck tire sizes at the reduced price point. These products are also eligible for a 5.5% bonus payment when included in 3rd Party Claim submissions.

MICHELIN AGILIS HD Z



MICHELIN AGILIS HD GRIP



EXAMPLE SCENARIO

(for illustrative purposes only)



BASED ON BIB LEVEL 3,500

Tire Price based on Michelin List Price



$$\begin{matrix}
 \$200^{\wedge} \\
 \$11 \\
 5.5\% \text{ Instant Discount}
 \end{matrix}
 +
 \begin{matrix}
 \$8 \\
 4\% \text{ Deferred Retail Prod. Bonus}
 \end{matrix}
 +
 \begin{matrix}
 \$5 \\
 2.5\% \text{ Business Development Fund}
 \end{matrix}
 =
 \begin{matrix}
 \$24 \\
 \text{Total Program Earnings per unit}
 \end{matrix}$$



$$\begin{matrix}
 \$120^{\wedge} \\
 \$7 \\
 5.5\% \text{ Instant Discount}
 \end{matrix}
 +
 \begin{matrix}
 \$5 \\
 4\% \text{ Deferred Retail Prod. Bonus}
 \end{matrix}
 +
 \begin{matrix}
 \$3 \\
 \text{Uniroyal Purchase Bonus}
 \end{matrix}
 =
 \begin{matrix}
 \$15 \\
 \text{Total Program Earnings per unit}
 \end{matrix}$$

AAD BIB LEVEL ¹	RETAIL PRODUCTIVITY BONUS RATE
500	0.00%
750	1.25%
1,000	1.50%
1,250	1.75%
1,500	2.00%
1,750	2.25%
2,000	2.50%
2,250	2.75%
2,500	3.00%
2,750	3.25%
3,000	3.50%
3,250	3.75%
3,500	4.00%

Program table for deferred RPB payments

PER YEAR	Total Units	List Price	Instant Discount	RPB Payout	BDF Payout	Uniroyal Bonus	Total
Michelin/BFGoodrich	3,000	\$200	\$33,000	\$24,000	\$15,000		\$72,000
Uniroyal	500	\$120	\$3,300	\$2,400		\$1,500	\$7,200
Total	3,500		\$36,300	\$26,400	\$15,000	\$1,500	\$79,200

OTHER SERVICES AND BENEFITS

- Electronic Multi-Year Agreement
- Online My Earnings Statement
- Monthly Cash Direct Deposits
- Special Purchase Campaigns
- Online Dealer Training
- Local & MSTC Training (Contact PSD)
- Dealer Connect online Ad Builder
- Brand Consumer Rebates
- Warranty App for Apple iOS, Android
- In-Person Assistance
- MIC, BFG & UNI Signage (Bib Level 1,000+)
- Online Claim Processing (BIB NET)
- Online Dealer Locators
- BFG Extreme Rewards
- OnePerks
- National Promo Kits
- POP Inventory
- ILT & MSPs experiences

MICHELIN RESERVES THE RIGHT, IN ITS SOLE DISCRETION, TO DISCONTINUE, MODIFY AND/OR SUPPLEMENT THE 2025 AAD PROGRAM AT ANY TIME WITHOUT PRIOR NOTICE.

¹Michelin List Price.
²Michelin, BFGoodrich and Uniroyal (combined) Units per "Retail" Point of Sale.
³This price point is provided solely for illustrative purposes to demonstrate the change with an example. It does not represent your actual negotiated price with your wholesaler.
 Copyright © 2024 MNAI, All rights reserved.