

# 2025 Bridgestone Affiliated Retailer Program MARKETING SUPPORT PROGRAM!



- \* Retro Payout to Year End Only
- \* RBS Payment on Bridgestone, Firestone & Fuzion
- \* RBS Payment on Gross Units including Firestone National Account, Government/Utility, and Light Truck Fleet transfers (Car Dealer transfers not eligible for RBS payout).

ANNUAL GROSS PURCHASES PER LOCATION	QUARTERLY GROSS PURCHASES PER LOCATION	RETAIL BRAND SUPPORT % RATE	MARKETING SUPPORT % RATE	TOTAL PROGRAM VALUE
3,000	750	8.5%	3%	11.5%
2,700	675	8.0%	3%	11.0%
2,400	600	7.5%	3%	10.5%
2,100	525	7.0%	3%	10.0%
1,800	450	6.5%	3%	9.5%
1,500	375	6.0%	3%	9.0%
1,200	300	5.5%	3%	8.5%
900	225	5.0%	3%	8.0%
600	150	4.5%	3%	7.5%
300	75	3.5%	0%	3.5%

## Authorized Bridgestone Affiliated Retailer (Distributor Billed) earns RBS based on annual unit purchases.

- RBS RATE** is based on annual gross purchases of Bridgestone, Firestone, and Fuzion passenger and light truck tires from your primary Distributor and approved Secondary Supply Distributors per retail location.
- RBS PAYMENT** is calculated and paid quarterly. RBS is calculated by using the Distributor Billed Affiliated Retailer Base of Calculation (BOC) value of each Bridgestone, Firestone & Fuzion gross tires purchased—BOC x purchase quantity x RBS percentage rate earned. Gross units include Firestone National Account, Government/Utility, and Light Truck Fleet transfers (Car Dealer transfers do not qualify for RBS).
- Bridgestone will pay RBS on approved secondary supplied purchases up to 25% of total purchases.
- Multi-location dealers will be grouped for rate and payment. *Ex: Dealer with 3 locations that purchased a total of 6,000 gross tires as a group would earn at the 6.5% RBS Rate (6,000 / 3 = 2,000 which is > 1,800).*
- Bridgestone will pay RBS retroactively at year-end based on annual rate bracket attained, minus any prior RBS paid.
- MARKETING SUPPORT ACCRUAL & PAYMENT** Eligible Affiliated Retailers will earn 3% Marketing Support which is calculated and accrued by Bridgestone quarterly. Affiliated Retailers can use the accrued Marketing Support funds in two ways.
  - Retailers will have the ability to use **half** of their Marketing Support accrual to submit an on-line reimbursement claim request or use the funds to pay for Bridgestone marketing assets on the Distributor Billed Marketing Support dealer portal via AffiliatedRetailer.net (Coming Soon!)
  - Retailers will be able to use the remaining **half** of their Marketing Support accrual to run exclusive "Pole Position" sell out promotions during eligible dates throughout the year. The Bridgestone Pole Position Program is a joint investment in dealers to fund short-term local activities that promote our Major Brands. Bridgestone will cover up to 50% of the cost of a pre-approved promotion. The Distributor Billed Marketing Support accrual may be used to offset the retailer's cost of running a Pole Position Promotion. Retailer will be required to work with their Bridgestone Representative to submit a Pole Position request form.

PRODUCTS	WARRANTY	PROGRAM SUPPORT	EDUCATION / INCENTIVE	MARKETING / PROMOS	TOOLS / RESOURCES
	 Platinum Pact GOLD PLEDGE Nationwide Service Repair Warranty Nationwide Tire Protection Plan	Retail Brand Support (RBS) Simpler Program – One Goal!  Higher Payouts RBS is calculated as a "PERCENTAGE" of the Affiliated Retailer BASE OF CALCULATION	 Seven Required Education Courses Spiffs for Selling Associates 	BS/FS Dual Branded National Promotions Covering 26 Weeks 	  