

# New Dealer Enrollment Form

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Dealer must complete all required information on this Enrollment Form to be approved for the Pinnacle program. All of the information marked with an asterisk is required. Your enrollment will not be processed by your distributor without the required information.

Program Administrators: Once complete, please submit all details online at [Pinnacle.RewardsLoyalty.com](https://Pinnacle.RewardsLoyalty.com) in the Enrollment Tab.

## Store Information

\*Business Name \_\_\_\_\_

\*Physical Store Address \_\_\_\_\_

\*City \_\_\_\_\_ \*State \_\_\_\_\_ \*Zip Code \_\_\_\_\_

\*Store Phone Number \_\_\_\_\_

Are you aggregating your purchases under one enrollment?

Yes \_\_\_\_\_ No \_\_\_\_\_

If you need to register multiple locations for the same Dealer you must fill out a separate New Dealer Enrollment Form for each.

Do you already have a store signed up for this Pinnacle Program?

Yes \_\_\_\_\_ No \_\_\_\_\_

If "Yes" to the above, please indicate the Dealer Member Number for your existing store: \_\_\_\_\_

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[goodyeartrucktires.com](https://goodyeartrucktires.com) | [coopertrucktires.com](https://coopertrucktires.com) | [roadmastertires.com](https://roadmastertires.com)



**PINNACLE™**  
Commercial Truck Program



2024

# Welcome!

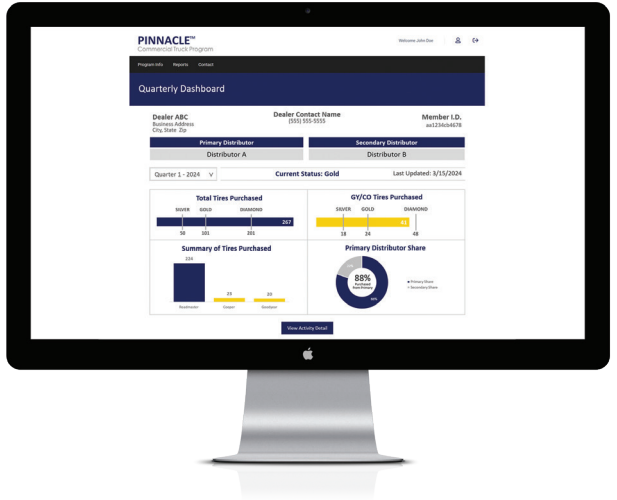
Goodyear would like to officially welcome you to the enhanced Pinnacle Commercial Truck Program for 2024! The Pinnacle Program continues to be centered around selling commercial tires, but now offers you access to the full line of Goodyear Commercial Truck Tires! That's right, you can now purchase Goodyear Premium and Goodyear Marathon/Workhorse Brands in addition to the Cooper and Roadmaster Brands, and GET REWARDED based on your purchase volume!

## Earnings/Payouts

- Only Goodyear Premium, Goodyear Marathon/Workhorse, Cooper and Roadmaster-branded Commercial tires purchased from an authorized and linked Pinnacle WD for retail sales to end users are eligible for this incentive. (See back panel for full list of eligible brands)
- 75% of purchases must come from your Primary Distributor and up to 25% from any registered Secondary Distributors.
- Earnings will be based and calculated on the unit uploads submitted by the AD's designated WD(s) and according to the three levels in the payout schedule below:

Payout Level	Minimum GY/CO units per quarter	TOTAL units per quarter	Roadmaster payout per unit	Cooper payout per unit	Goodyear payout per unit
Silver	16	50-100	\$3	\$5	\$5
Gold	24	101-200	\$4	\$7.5	\$7.5
Diamond	48	201+	\$5	\$10	\$10
GY/CO Bonus	100+	100+	\$500 bonus earned when 100+ GY/CO units purchased per quarter!		

- Minimum Goodyear, Marathon/Workhorse or Cooper (GY/CO) purchase requirement at every payout level (Roadmaster NOT included in this minimum requirement)
- There is one GY/CO Bonus earnings option within each quarter.
- Each quarter's purchases stand alone for payout level attainment.
- Earnings are issued in the form of a reloadable VISA card by a third-party vendor and will be issued or reloaded by the end of the month following each quarter end.
- At the end of each year there will be an Annual True-up. An AD's full year volume will be summed and pro-rated based on length of time in the program to determine overall payout level attainment. Any quarter having earned at a level below will be "trued-up" to the difference by the end of February in the following calendar year.



## Support

As a member of Pinnacle, you gain access to a program website with the following:

- Dashboard-style reporting that gives you real-time visibility of your standings for the current quarter, as well as a recap of performance from the previous quarters. (See image above)
- "My Activity" reports give full view of your purchases by Distributor and over a selected date range, exportable for offline review and analysis.
- Product information, program promotions and news, profile changes and more.

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# New Dealer Enrollment Form

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## Dealer Information

\*Date of Enrollment (MM/DD/YYYY) \_\_\_\_\_

\*Dealer Principal (Owner)

First Name: \_\_\_\_\_ Last Name \_\_\_\_\_

Payments in the program will be in this name

\*Email Address \_\_\_\_\_

Mobile Phone \_\_\_\_\_

## Distributor Information

\*Primary Distributor Business Name \_\_\_\_\_

\*Goodyear Non Sig Number (Location Specific) \_\_\_\_\_

\*Distributor Sales Rep First Name \_\_\_\_\_

Last Name \_\_\_\_\_

The undersigned dealer hereby makes application for enrollment in the Pinnacle Program, Pursuant to the Program's Terms and Conditions, a copy of which is available for the Distributor Sales Representative. Dealer acknowledges that it has read, understands and agrees to abide by the Program's Terms and Conditions. Dealer understands and agrees that it will not be a participant in the Program until all approvals are provided. Dealer's continued participation in the Program shall be in accordance with the U.S. 24-129 Pinnacle Associate Dealer Incentive Program.

**Acknowledged and agreed to:**

\*Dealer Signature \_\_\_\_\_

Title \_\_\_\_\_