

2025 PINNACLE ASSOCIATE DEALER PROGRAM **UNPUBLISHED**

25-129 || JANUARY 1, 2025 - DECEMBER 31, 2025



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PROGRAM OBJECTIVE

To reward Goodyear Associate Dealers ("Eligible AD's") for loyalty by offering incentives quarterly based on their purchase volume of Goodyear, Marathon/Workhorse, Cooper, and Roadmaster Brand Tires from authorized USA Commercial Pinnacle Distributors.

ASSOCIATE DEALER DEFINED

- An Eligible AD is defined as a Non-direct Commercial Dealer doing business as a "retail outlet" that purchases Goodyear, Cooper, and Roadmaster Brand Tires from eligible Goodyear Authorized Wholesale Distributors ("WD's").
- A "retail outlet" is defined as an outlet that purchases tires for the purpose of resale to an end user/consumer.

PROGRAM RULES

Attainment

- Based on net purchases of Goodyear, Cooper, and Roadmaster Commercial Brand Tires only within each quarter as uploaded in the Pinnacle website by the Eligible AD's associated Wholesale Distributor(s) according to the program payout schedule:

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+	\$500 bonus earned when 100+ GY/CO units purchased per quarter!*			

Purchase Requirements

- 75% of units purchased must come from the Primary WD and 25% from any other authorized and registered Pinnacle Secondary WD(s).
- Minimum Goodyear and Cooper brand (GY/CO) purchase requirement at every payout level. Roadmaster Brand purchases do NOT count towards this minimum requirement.

EARNINGS

- Incentive is paid out quarterly.
- Only Goodyear, 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.
- Earnings will be based on the unit uploads submitted by the AD's designated WD(s) and calculated according to the three levels in the payout schedule above.
- 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® Incentives Card by a third-party vendor and the third-party vendor will issue or reload such card with earned payouts by the end of the month following the end of each quarter.
- At the end of each year there will be an Annual True-up. An AD's full-year volume will be summed and averaged over the length of time in the program to determine overall payout level attained for the year. Any quarter where the AD fell below calculated "annual" level OR would not have earned an incentive at all may be "trued-up" if the overall average for the year meets the requirements for that level. Any remaining incentive balance will then be paid out by the end of February of the following calendar year.
- Any funds not claimed in a calendar year due to a participant not registering will be void and reclaimed by the end of February of the following calendar year.

ELIGIBILITY

- Only approved and authorized Goodyear Wholesale Distributors who meet Program requirements can participate in this program.
- An AD wishing to participate must complete all required information on the New Dealer Enrollment Form provided by the nominating WD.
- An Eligible AD is NOT a "Commercial G3Xpress Dealer" as defined in policy U.S. 2025-76.
- An Eligible AD must be approved by Goodyear to participate.

ENROLLMENT PROCESS

- New Associate Dealer Enrollments must be submitted by the WD who will serve as the Primary Distributor.
- Information gathered from the AD must be entered under "Third Party Enrollment" at <https://pinnacle.rewardsloyalty.com> by the Goodyear Authorized Wholesale Distributor.

ADMINISTRATION

- WD's must submit all associated AD unit purchase uploads (whether serving as Primary or Secondary) by the 10th of the month following quarter-end to the program website: <https://pinnacle.rewardsloyalty.com>
- The third-party vendor will issue the reloadable Visa® Incentives Card upon payout of first earnings directly to the qualifying enrolled AD's address that was submitted during the registration process. Goodyear is not responsible for any incorrect or incomplete information submitted during the registration process.
- Pinnacle Program website, Dealer support and payout issuance is administered by a third party. Contact www.Pinnacle.rewardsloyalty.com for questions or assistance.
- Goodyear shall manage this program in accordance with the terms outlined above. All determinations required under this program shall be made by Goodyear in its sole discretion. Tires subject to availability.

APPROVALS

R COTTRELL

C GADZINSKI

J WALSH

C COLE

B WINTERTON

Originated by: Commercial Marketing, D/703

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