

MICHELIN



ALLIANCE ASSOCIATE DEALER PROGRAM 2026

AAD

IT JUST
KEEPS
GETTING
BETTER!

We've taken your feedback and made the 2026 AAD Program simpler, smarter, and stronger—so you can focus on what matters most: your business.

Simplicity In. Complexity Out.

To deliver best-in-class value and experience, the 2026 AAD Program brings you:

- Discounts and Business Development Funds
- Streamlined Accounting
- Growth Incentives – and more!

Together, we're not just planning for success – we're driving it.



PROGRAM BENEFITS EVERY PURCHASE COUNTS!

\$10 AAD Instant Discount

All Michelin Brands.
Instant Savings.

\$5 Per Tire Business Development Funds

Autopaid on every Michelin &
BFGoodrich tire purchase!

Earn RPB based on Performance

On all Michelin Brands
—double it on 18"+
Michelin & BFGoodrich sizes

Earn Retail Growth Catalyst

Tracked and
paid quarterly

Introducing Bib250!

Access the AAD instant
discount & AAD
promotions and campaigns

Access to Commercial Sizes

Commercial light truck
sizes (17.5" / 19.5")

