

**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")

YOUR BEST YEAR STARTS NOW!

*Earn up to \$40 on
Michelin & BFGoodrich*
*Earn up to \$24 on
Uniroyal*



PROGRAM ELIGIBILITY

To qualify for the 2026 Alliance Associate Dealer (AAD) Program, dealer must meet the following criteria for Michelin Brands tires:

- Retail Performance: Average annual purchases per retail POS must be at least 250 tires
- Retail Focus: Maintain at least 75% of sales through retail channels

3RD PARTY ACCESS

All Alliance Associate Dealers are eligible to sell to Michelin's extensive customer network, which includes car dealerships, national fleets, government agencies and military organizations.



AAD INSTANT DISCOUNT = \$10 PER TIRE

ALL BIB LEVELS & ALL BRANDS

AAD Instant Discount offered by National Tire Wholesale, US Autoforce and Tire Rack Wholesale

RETAIL PRODUCTIVITY BONUS MONTHLY TARGETS

BIB LEVEL	Q1 Tires per Month Jan - Mar	Q2 Tires per Month Apr - Jun	Q3 Tires per Month Jul - Sep	Q4 Tires per Month Oct - Dec
250	16	21	25	21
500	32	42	50	42
750	48	63	75	63
1000	64	84	100	84
1500	96	126	150	126
2000	128	169	200	169
2500	160	211	250	211
3000	192	253	300	253
3500	224	296	350	296

Monthly Targets (Q1-Q4): The number of tires per POS, per month needed to stay on track with unit goals. Please note that monthly targets are cumulative.

RETAIL PRODUCTIVITY BONUS

BIB LEVEL	ALL BRANDS	18+ ENHANCEMENT (MICH/BFG)
250	\$0	\$0
500	\$4	\$4
750	\$5	\$5
1000	\$6	\$6
1500	\$7	\$7
2000	\$8	\$8
2500	\$9	\$9
3000	\$10	\$10
3500	\$11	\$11

Bib Level: Annualized Average Commitment of Michelin Brands Tire Purchases per Retail POS.

Deferred RPB & 18+ Enhancement: To qualify, dealers must meet year-to-date unit goals and 75% PSD loyalty requirements.

RETAIL GROWTH CATALYST

LEVEL	LEVEL 1 (\$2)	LEVEL 2 (\$3)
Per Qtr	+36 / POS	+60 / POS

Structured around independent quarterly targets (non-cumulative)

Target Calculation: Your goal is based on last year's same quarter purchases, plus either 36 or 60 tires per retail POS.

Qualification: Dealer must have been active on AAD program during the same quarter in the previous year.

BUSINESS DEVELOPMENT FUND = \$5 PER TIRE

FULL AUTOPAY WITH NO GOAL (EXCLUDES BIB250 & UNIROYAL)



BFGoodrich
Tires



MICHELIN

UNIROYAL