



2026 PROGRAM OVERVIEW

ADVANTAGE
COMMERCIAL
Yokohama Associate Dealer Program¹

With ADVANTAGE Commercial you can earn lucrative payouts, up to \$20 per tire on all current Yokohama commercial treads.

QUARTERLY CASH REWARDS

	TIER 1	TIER 2	TIER 3	TIER 4	TIER 5	
	Quarterly Cash Purchase Requirements (Units)¹	25-49	50-124	125-199	200-299	300+
	Quarterly Cash Payouts (per eligible tire)²	\$4	\$8	\$12	\$16	\$20
	Annual Unit Requirements¹	100-199	200-499	500-799	800-1,199	1,200+

¹If your annual purchases exceed the level earned on a quarterly basis, the difference between the higher level and the amount already paid will be issued following the 4th quarter payouts.

²Eligible tires include Yokohama medium truck and light truck commercial tires purchased through your designated ADVANTAGE Commercial distributor. National account deliveries processed through your designated distributor are eligible for ADVANTAGE Commercial program rewards. Consumer and off-the-road tires are not eligible for the program.

INTERMEDIATE REWARDS



Tire Stand

This adjustable commercial tire stand is a must-have sales tool for any commercial dealership. Earn the first time you purchase 125 eligible units in a quarter.³



Service Truck Decals

Packed with Yokohama decals of different sizes, this kit will help you outfit your service trucks. Earn the first time you purchase 125 eligible units in a quarter.³



Graphics Display

Designed to hold both showroom posters and brochures, this display makes marketing simple. Earn this display the first time you purchase 125 eligible units in a quarter.³



Y.E.S. Certification

Qualify to be a YES certified dealer and we'll drive national account emergency roadside business to you. Check with your Yokohama sales representative for requirements.

³These intermediate rewards are issued one time only. Associate dealer can initiate redemption upon receipt of reward notification from Yokohama.

MAXIMIZE YOUR EARNINGS

ADVANTAGE Online

ADVANTAGE.YOKOHAMATIRE.COM

ADVANTAGE Online helps you manage your growth and maximize your earnings in the Yokohama ADVANTAGE® Commercial Program. And, if your distributor reports daily, you'll be able to check your progress in the program every day or as often as you like. If you are not sure of your log-in, just call the program administrators at (866) 306-6448.



 **NOT YET
ENROLLED?**

Joining the industry-leading associate dealer program is easy. Contact your local ADVANTAGE Commercial distributor or Yokohama sales representative for complete enrollment requirements. Fill out an enrollment form, place an 8 unit minimum opening order, and you'll be on your way to big earnings with Yokohama.

ADVANTAGE COMMERCIAL PROGRAM RULES

DEALER ELIGIBILITY

- Enrollment into the Yokohama ADVANTAGE® Commercial Associate Dealer Program is subject to the approval of Yokohama.
- Must be a servicing dealer, with an appropriately identified storefront, capable of mounting, balancing and properly servicing Medium Truck and Light Truck Commercial Tires.
- Direct Yokohama dealers and franchisees associated with such dealers cannot enroll as associate dealers.
- Associate dealers that purchase fewer than 200 units annually through their ADVANTAGE Commercial designated distributor will be removed from the Yokohama dealer locator and subject to removal from the program.
- Must sell Yokohama tires only within the United States and within a reasonable geographic radius from the store.
- Only purchases made for end users are eligible for this program. Purchases made for re-sale to other dealers or other distributor type transactions are ineligible.
- Any associate dealer who moves to a new address must get approval by Yokohama to keep enrollment status active at the new place of business.

ENROLLMENT

- To begin the enrollment process, complete an Associate Dealer Enrollment Form.
- Place a minimum opening order of 8 units with your designated distributor (can be placed in a single order or as a collective sum over 30 days from your enrollment).
- Deadline for enrollment in a given quarter is the 15th day of the last month of that quarter.

ONLINE TRAINING

- At least one person per dealer location must complete EXCEED® – Yokohama's online training program.
- For dealerships that enroll in the first half of the year, training must be completed by December 31st of the year enrolled.
- For dealerships that enroll in the second half of the year, training must be completed by December 31st of the following year.
- Please register at exceed.yokohamatire.com with your associate dealer number and zip code.

EARNING REWARDS

- ADVANTAGE rewards are awarded after achieving specific tier level requirements. See the rewards chart on the reverse side for tier level requirements.
- Light Truck Commercial (LTC) treads are eligible on the ADVANTAGE Commercial program. For ADVANTAGE Commercial dealers that are also enrolled on the ADVANTAGE Consumer program, LTC purchases should only be reported through the commercial program.
- National account deliveries processed through your designated distributor are eligible for the program.
- Consumer and off-the-road tires are not eligible for the program.
- Tier level requirements are on a per-location basis. When Yokohama purchases for multi-location associate dealers are reported as a combined total, we reserve the right to require purchases to be divided among each location to arrive at the per-location quarterly and annual units achieved.
- Your distributor will handle the paperwork to validate your Yokohama purchases. Distributors have 7 days after the end of the month to submit your purchases to Yokohama.
- Associate dealers are required to enroll in direct deposit in order to receive cash rewards on the ADVANTAGE Commercial program. Enrollment is simple through ADVANTAGE Online at: ADVANTAGE.yokohamatire.com.
- Associate dealers that are not enrolled in Direct Deposit can receive their cash reward as a check, but all check payments will incur a \$30 processing fee.

TRANSFERRING DISTRIBUTORS

- A distributor transfer request can only be initiated by associate dealers who have been enrolled in the program for at least one year.
- All ADVANTAGE Commercial dealers have the opportunity to transfer their designated distributor during 1st quarter only. The submission deadline for transfer requests is March 15th and the transfer will be effective January 1st. If approved, you will receive quarterly rewards based on your purchases from the new distributor. No distributor transfers are allowed outside of the 1st quarter.
- Once a dealer has transferred their distributor, that dealer may not initiate another distributor transfer for 24 months from the last transfer quarter.
- The distributor to whom you are switching (or new location of an existing distributor) must have been active in the ADVANTAGE Commercial program for a minimum of 6 months.
- Your applicable Yokohama Sales Representative and Regional Director must approve the transfer. Pricing is not an acceptable transfer reason and will not be approved.
- Any exceptions to these rules must be approved by the Commercial Sales Vice President.