



Dealer Program Distributor Billed

2026

2026 Distributor Billed Dealer Program

At Bridgestone, we understand that your success is our success. That’s why we were the first in the industry to create a dealer program that gives you the tools and incentives to sell more tires.



What are the Bridgestone Affiliated Retailer requirements?

- Purchase a minimum of 300 tires annually
- Have a physical retail business that installs tires

Bridgestone Dealer Portal

AffiliatedRetailer.net

As an Affiliated Retailer, you’ll have complete access to our Dealer Portal with tools like the Affiliated Retailer Network Support Guide and a Sales Performance Dashboard. This is your entryway into making business transactions easy — just like they should be.



Passenger & Light Truck Products

BRIDGESTONE



ALENZA™ **POTENZA™**
BLIZZAK™ **TURANZA™**
DRIVEGUARD™ **WEATHERPEAK™**
DUELER™

Firestone



AFFINITY™ **TRANSFORCE™**
ALL SEASON™ **WEATHERGRIP™**
DESTINATION™ **WINTERFORCE™**
FIREHAWK™

FUZION



ALL-TERRAIN **SPORT**
HIGHWAY **TOURING**
MAX TRACTION

Unmatched Total Support

Program Support

Earnings

- Based upon annual unit purchases
- Calculated and paid quarterly
- May be eligible for retro payment at year-end
- Earn on authorized secondary distributor purchases up to 25% of total volume

Retail Brand Support

Gain access to support dollars from purchasing Bridgestone, Firestone & Fuzion products

Marketing Support - 2026 Updates

2026 allocation is updated to 2% marketing funds and 1% Pole Position Funds. Expiration of funds in changed to 12 rolling months

ANNUAL GROSS PURCHASES PER LOCATION	QUARTERLY GROSS PURCHASES PER LOCATION	RETAIL BRAND SUPPORT % RATE	DISTRIBUTOR BILLED MARKETING SUPPORT % RATE	DISTRIBUTOR BILLED AFFILIATED RETAILER PROGRAM VALUE
3,000	750	8.5%	3%	11.5%
2,700	675	8.0%	3%	11.0%
2,400	600	7.5%	3%	10.5%
2,100	525	7.0%	3%	10.0%
1,800	450	6.5%	3%	9.5%
1,500	375	6.0%	3%	9.0%
1,200	300	5.5%	3%	8.5%
900	225	5.0%	3%	8.0%
600	150	4.5%	3%	7.5%
300	75	3.5%	0%	3.5%

*Bridgestone may change, modify or cancel any dealer programs, including, without limitation, the RBS & Marketing Support programs, without prior notice to you or any other dealer. Participation in Bridgestone programs may also be subject to individual terms and conditions. Please see your Bridgestone Representative for details.

Potential Earnings on Top Selling Patterns

BRIDGESTONE		Firestone	
DUELER A/T ASCENT	\$54.05	TRANSFORCE AT2	\$42.78
ALENZA PRESTIGE	\$44.51	TRANSFORCE HT3	\$38.76
TURANZA PRESTIGE	\$34.85	DESTINATION LE3	\$30.13
TURANZA EVERDRIVE	\$27.49	AFFINITY A/S	\$23.12
WEATHERPEAK	\$34.04	ALL SEASON	\$22.77

The chart shows the top selling Bridgestone and Firestone patterns sold to Bridgestone Affiliated Retailers in 2025 with the maximum potential value per tire, as of November 2025's Base of Calculations.

Actual Bridgestone program numbers may vary. The data provided on this page is intended to show an example of combined Retail Brand Support and Marketing Support value per tire. The content is provided "as is" for informational purposes only and any such information or other related material should not be interpreted as final. Bridgestone assumes no responsibility or liability for any errors or omissions in the content. Final program calculations will be provided at the conclusion of the program earning period.

TEAM REWARDS

Reward your salespeople for selling eligible tires through DrivingForce. Earn up to \$6 on eligible tires sold at retail.

PURCHASE INCENTIVES

As a way to show our appreciation to our very best dealers, we created an unmatched trip incentive program*. Our rewards are designed to create a one-in-a-lifetime, unforgettable experience

*Subject to change at any time.



Bridgestone Has the Partnerships You Need

Get Tires Where and When You Need Them

Maximum Program Benefits

While you have the freedom to select the right distributor for your business, Bridgestone understands that you may need specific products for your customers. That is why we offer a secondary distributor option, so you can enjoy the flexibility of choosing from a range of trusted wholesalers for your inventory needs.



Breakthrough with Fleets

Reach your sales goals by participating in one of the fastest growing segments in the tire business. Get access to millions of vehicles in fleets, both large and small, through our specialized programs like Firestone National Account, Government & Utility Fleet, and Light Truck Fleet.



Network Support Vendors

Benefit from exclusive vendor discounts and special offers to help you run your business and optimize profit. With dozens of vendor partnerships to choose from, we leverage the strength of the Bridgestone Affiliated Retailer Nationwide Network to bring you the best support in the tire industry.



Marketing Tools & Digital Solutions

Brand and Promotions

- Affiliated Retailer Enrollment Branding Kit
- Annual Affiliated Retailer POP Kit, including tire inserts, window clings, dealer posters, tire stack covers, etc.
- National Promotion In-Store POP Materials

Tire Stack Cover



POP Chassis



2026 NATIONAL PROMOTION CAMPAIGN SCHEDULE*

Promotion	Offer Dates
Bridgestone & Firestone	03/01/2026 - 03/31/2026
Bridgestone & Firestone	05/01/2026 - 05/31/2026
Bridgestone & Firestone	07/01/2026 - 08/31/2026
Bridgestone & Firestone	10/01/2026 - 10/31/2026

*Promotion dates and details subject to change.

National Promotions

Reward consumers who purchase a set of eligible Bridgestone or Firestone tires with a Prepaid Visa® reward card

Digital Resources and More

When you partner with Bridgestone, our world-class marketing resources are available to you at the touch of a button. Bridgestone also provides digital tools and incentives to become the go-to experts for your customers.

- Add tire search and ecommerce capabilities to your website with exclusive discounts on TireConnect
- Interact with our tires at the Bridgestone Product Hub
- Train with our award-winning product and sales modules at MyBridgestoneEducation.com
- Offer our dedicated Affiliated Retailer consumer credit card





To enroll or for more information, visit
AffiliatedRetailer.net or email
support@affiliatedretailer.net

BRIDGESTONE
Solutions for your journey

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