



FANATICDEALER.COM



MARKETING POINTS PROGRAM

FANATIC Marketing Points are earned each quarter in addition to Cash Rewards. Marketing Points are awarded based on a Dealer's level of achievement for the quarter. Here are just a few of the many items that can be purchased using Fanatic Marketing Points.

FAN-LIMITED*	FAN-LITE	FAN	FAN+	FANATIC	FANATIC PRO
30 UNITS	60 UNITS	125 UNITS	250 UNITS	400 UNITS	600 UNITS
N/A	1,000 PTS	2,000 PTS	3,000 PTS	6,000 PTS	6,000 PTS

Dealers defined as shippers do not accumulate Marketing Points.



Program benefits subject to restrictions. Contact Fanatic@FalkenTire.com for additional inquiries or questions. Restrictions apply. *Fan-Limited level does not accumulate marketing points. Marketing points have no monetary value, cannot be exchanged for cash or combined with other incentives and are non-transferable. Points are subject to expiration if not redeemed within twelve months (4 quarters) of earning. Dunlop Tires North America reserves the right to modify, alter or change any of the program terms and conditions at its sole discretion, with or without notice to its dealers and associate dealers.

ACCELERATE YOUR
PROFITABILITY



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PAYOUT STRUCTURE

Partner with the fastest growing associate dealer program in the industry! Earn \$\$\$ based solely on units purchased—you choose the marketing lines that best fit your needs. Dealers can earn cash for purchasing as few as 30 units per quarter and enjoy higher payouts based on six levels of performance, including The FANATIC PRO level that allows you to earn huge rewards of up to \$10.50 per tire!

PAYOUT LEVEL	FAN-LIMITED* 30 UNITS	FAN-LITE 60 UNITS	FAN 125 UNITS	FAN+ 250 UNITS	FANATIC 400 UNITS	FANATIC PRO 600 UNITS
\$ REWARD PER UNIT	\$2.00	\$3.00	\$4.00	\$5.00	\$6.00	\$7.50
PREMIUM LINE BONUS	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00
FALKEN TV PAYOUT	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00
EARN UP TO:	\$5.00	\$6.00	\$7.00	\$8.00	\$9.00	\$10.50



Earn More with the Falken Premium Line Bonus.

Earn additional \$2 per unit on select Aklimate, Azenis and Wildpeak Tires! Bonus earned on payable tires when level attained. Qualifying Premium Lines: Aklimate, Azenis FK460 A/S & Silent Core, Azenis FK510 & FK510 SUV, Wildpeak A/T4W, Wildpeak A/T Trail, Wildpeak H/T02 & H/T02 CV, Wildpeak M/T and Wildpeak R/T. Dealers defined as Shippers do not qualify for Premium Line Bonus.

Annual Catch-Up

The payout for each quarter will stand on its own. However, if at the end of the year the total quantity purchased reaches a higher payout level than that of an individual quarter, a supplemental payout at the higher level will be paid. Marketing Points do not catch-up.



Dealer Training

Learn more about the entire Falken product lineup so you can sell with confidence. Receive FREE Falken gear once you complete the training modules.

Visit falkenpeaktraining.com to learn more.

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CHOOSE FROM THE FOLLOWING LINES:



Rewards Vary Depending on Dealer Type

Installer

Dealer with a brick and mortar location in which 75% of their tire business is sales, installation and service of tires to consumers on the premises. Dealer must be able to provide documentation of a “brick and mortar” tire sales with installation on the premises if requested. **Installers qualify for all listed rewards.**

OE replacement sales ineligible for rewards. **Restrictions Apply**, see Fanatic Sku List Resource page for more information.

ENTERTAIN, EDUCATE & EARN!

Entertain your customers with a positive waiting room experience, educate your employees with in-depth information about Falken Tires products and the latest news in the automotive world, plus **EARN AN EXTRA \$1 PER TIRE** for every rewarded unit when streaming Falken Digital TV.



Have a question? Get an answer!

fanatic@falkentire.com

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FALKEN
DIGITAL TV

Qualifying Is Simple:

- Install and stream Falken Digital TV a minimum of 250 hours per quarter.
- Qualify for FAN-Limited Level by purchasing a minimum of 30 qualifying units per qtr.
- Open to both new and existing Fanatic Dealers. Fanatics already streaming Falken Digital TV may already qualify.

Call **909-694-3126** or email: falkendigitaltv@falkentire.com to get started!

