

MTMA

MARKETING ALLIANCE PROGRAM

2026



MICKEY THOMPSON



TIRES & WHEELS



MICKEY THOMPSON MARKETING ALLIANCE (MTMA) PROGRAM OVERVIEW

FOR AUTHORIZED MICKEY THOMPSON RETAILERS

STAND APART FROM YOUR COMPETITION WITH THE MICKEY THOMPSON MARKETING ALLIANCE PROGRAM.

Take advantage of regular product training, marketing support, insightful monthly newsletters and higher payouts – and become the trusted, local authority for automotive enthusiasts. Plus, when you enroll in the program, you'll receive a welcome kit that includes our product catalog and pocket sales guides.

WHY JOIN THE MTMA PROGRAM?

Simply put, we want to earn your business and help you grow your business, too. Our program is focused on 3 key elements, all of which work together to help you capitalize on the growing consumer demand for Mickey Thompson products. Look to the next page for more details.

JOIN US FOR A GREAT AMERICAN CRAWL EVENT!

Watch your email inbox for details on our 2026 Great American Crawl schedule, and learn about how you can qualify for free VIP tickets to an event near you!



WHAT CAN THE MTMA PROGRAM DO FOR ME?

1

MAKE IT MORE PROFITABLE TO BUY MICKEY PRODUCTS

This year, we're increasing our dealer payouts for each unit purchased. You can earn up to \$80 per set of 4 tires purchased – and up to \$140 for a set of 4 tires and wheels!*

2026 DEALER PAYOUT SCHEDULE			
	TIER 1	TIER 2	TIER 3
UNITS PER QTR.	32	100	200
STREET-STRIP	\$8	\$12	\$15
LEGENDARY	\$10	\$12	\$15
PREMIUM	\$12	\$15	\$20
WHEELS	\$8	\$12	\$15

Street-Strip Includes:

Sportsman S/T™, Sportsman S/R™, Sportsman Front™, Street Comp™ and Street Comp™ GHT, ET Drag® Series, ET Street® Series and Pro Bracket Radials. Excludes tubes and ET Jr.®

Legendary Includes:

Baja Legend MTZ™, Baja Legend EXP™.

Premium Includes:

Baja Boss® M/T, Baja Boss® A/T, Baja Boss® X, Baja Boss® XS, Baja Pro® X, Baja Pro® XS and Baja Belted™ II.

Wheels Includes:

All wheel styles. Excludes caps.

*Disclaimer: \$20 per unit payable on Baja Boss purchases after achieving Tier 3 status. Please see MTMAprogram.com for purchase requirements.

2

HELP YOUR TEAM SELL MICKEY PRODUCTS WITH CONFIDENCE

You will have the opportunity to take advantage of MTMA-exclusive product training sessions. Join Mickey Thompson's product experts for quarterly in-depth training sessions and leverage bite-sized training videos to brush up on your product knowledge. These videos are included in our monthly email updates. Plus, our geo-targeted digital advertising and the dealer locator on www.MickeyThompsonTires.com will send in-market shoppers directly to your shop!

3

HELP YOU STAY FOCUSED ON RUNNING YOUR BUSINESS, NOT MANAGING THE PROGRAM

We know that part of earning your business is respecting the time it takes to manage it. Our program is designed to minimize your time investment – and maximize your benefits. Here's how: Your wholesale distributors (dealers may select one primary and up to two secondary distributors) will track your purchases, and you'll receive quarterly communication. **Rewards are automatically paid quarterly, within 2 months of each quarter-end. See Payout Details on the back page for additional details.**

READY TO ENROLL NOW?
VISIT WWW.MTMAPROGRAM.COM





MICKEY THOMPSON MARKETING ALLIANCE PROGRAM TERMS & CONDITIONS

Mickey Thompson is offering a special marketing program called the Mickey Thompson Marketing Alliance Program ("MTMA") to support our warehouse distributors ("WD") and our marketing alliance partners ("Members"). The MTMA program is designed to provide Members with marketing assistance along with reward dollars. As long as you hit Tier 1, Members receive reward dollars by simply purchasing select Mickey Thompson tires and wheels through an approved WD and promoting Mickey Thompson products in their retail store.

ENROLLMENT PROCESS

U.S. and Canadian retailers can enroll online at <https://mtmaprogram.com>.

All retailers must select one approved Primary WD at the time of enrollment. Retailers are also able to add secondary distributors at the time of enrollment.

Once approved, Members will receive an email from the MTMA Portal Team with instructions on how to log into the MTMA Portal. Payment details need to be finalized within 30 days of approval. Failure to do so will result in a cancellation of the Member's MTMA account. Members also receive a Starter POP kit which will include catalogs, pocket guides and stickers.

Members may change WD choices one time per calendar year. All WD selections must be made through the MTMA Portal by visiting <https://mtmaprogram.com>. WD changes will be handled within 3-5 business days of receipt.

PAYOUT DETAILS

All payout amounts are shown in US Dollars. Only new, first quality units purchased through an approved MTMA distributor will count towards rewards. Reward earnings will be issued and paid on a quarterly basis after WD purchase verification is received and issued based on the tier level achieved by the Member. If the minimum units for achievement are not met, no earnings will be issued for that quarter. Members must sell minimally 128 units annually to remain a Member in the MTMA Program.

Rewards are paid quarterly. Rewards earned will be issued within two months after the quarter has ended. Example: Rewards earned in the first quarter (January-March) will be issued in May. All return to stock credits will be deducted from your tier level prior to calculating rewards. All rewards are processed through 360insights.

WARRANTIES

If the dealer which originally sold the tire is no longer available or can no longer offer the service, MTMA Members are required to support the warranty claims of any consumer regardless of purchase origination. For warranty exclusions, please refer to the complete "Mickey Thompson Passenger and Light Truck Tire Limited Warranty" by visiting mickeythompson tires.com or contact Mickey Thompson's technical support department at (800) 222-9092.

MAP PRICING POLICY INFO

Mickey Thompson has implemented a U.S. Minimum Advertised Price Policy ("MAP Policy") that prohibits retailers from offering products covered by the MAP Policy at a net adjusted price less than the minimum advertised price established by Mickey Thompson. In addition, the MAP Policy bans other conduct, such as certain advertising and marketing practices.

The MAP Policy, including a complete list of penalties and obligations, can be accessed electronically at mickeythompson.channelsync.com. If you have any questions, please direct them in writing to the MAP Policy Administrator at mapadmin@mickeythompson tires.com. Mickey Thompson alone is responsible for enforcing the MAP Policy and will do so unilaterally.

TERMS & CONDITIONS

Mickey Thompson reserves the right to terminate the MTMA Program or change the terms and conditions at any time. All changes will be communicated to all Program Members promptly after made.

Eligibility to participation in the MTMA Program is determined solely by Mickey Thompson. MTMA Members may terminate their participation in the Program at any time by providing written notice to Mickey Thompson.

Members shall not disclose the terms and conditions of the MTMA Program to any third party or post online.

The MTMA Program may be terminated or amended at any time by Mickey Thompson at its sole discretion. Mickey Thompson reserves the right to cancel any dealer(s) from participating in the MTMA Program at any time, at Mickey Thompson's discretion.

The Program shall be governed by the laws of the state of Ohio and any disputes related in any way to the Program shall be filed and litigated exclusively in the courts of Summit County, Ohio. Only new, first-quality products count towards program goals. If you have any questions, please direct them in writing to the MTMA Program Administrator at mtma@mickeythompson tires.com.