

JOIN US

PIRELLI PERFORMANCE PROGRAM

Elevate the Power of Partnership
Creating High Value Together

Power is Nothing Without Control™



Welcome to the Pirelli Performance Program, an extraordinary opportunity for independent Premium Tire Retailers to transform their businesses and achieve remarkable profit growth.



Becoming a Pirelli Performance Program associate dealer is quick, easy and rewarding. Simply purchase 24 Pirelli tires to begin earning money and embark on a journey toward unprecedented success. We are excited for you to join us.

1 **CHECK OUT OUR LIST OF REQUIREMENTS**

- ✓ Have a retail / brick & mortar storefront
- ✓ Supply pictures of the location(s)
- ✓ Provide dealer distributor selections
- ✓ Submit a completed enrollment form
- ✓ Meet the opening order requirement of 24 units within the first 30 days



Note that all applications are subject to acceptance by Pirelli prior to enrollment



2 REVIEW THE PAYOUT OPPORTUNITIES

All Pirelli passenger car and light truck products are eligible for incentives. Every Pirelli Performance Program associate dealer store has the possibility to earn cash rewards based on eligible unit purchases, calculated and paid quarterly.

Opening order within first 30 days from enrollment approval by Pirelli

Opening order per location (units) 24

| | Starter | | Level 1 | | Level 2 | | Level 3 | |
|------------------|---------|------|---------|------|---------|-----|--|------|
| Annual Volume | 96 | 199 | 200 | 399 | 400 | 799 | 800 | 1199 |
| Quarterly Volume | 24 | 49 | 50 | 99 | 100 | 199 | 200 | 299 |
| \$/Tire Payout | \$2 | | \$5 | | \$8 | | \$10 | |
| | Level 4 | | Level 5 | | Level 6 | | Max purchasing percentage from Secondary Distributor <div>25%</div> | |
| Annual Volume | 1200 | 1799 | 1800 | 2999 | 3000+ | | | |
| Quarterly Volume | 300 | 449 | 450 | 749 | 750+ | | | |
| \$/Tire Payout | \$12 | | \$15 | | \$17 | | | |

Every quarter stands alone with annual catch-ups

Each level makes you eligible for exclusive services and marketing support

LEVEL UP, EARN MORE & GET MORE

Purchase 3,000 or more Pirelli tires in a calendar year, and you'll be rewarded with a remarkable trip for two with all expenses covered.



There are 7 levels within the Pirelli Performance Program. Upgrade your level within the program by exceeding minimum thresholds. Increased performance means increased Pirelli support, incentive trips, and access to distinctive premium experiences.

Additionally, capitalize on marketing activations connecting you to our exclusive portfolio of events and sponsorships that only Pirelli can provide.

3 ENROLL AND EXPLORE THE PORTAL

Scan this QR code or visit our dealer portal
pirelliperformanceprogram.com

Alternatively, you can contact your
preferred primary distributor or Pirelli
sales representative



We believe in supporting our valued associate dealers right from the start. Upon submitting your opening order of 24 tires, you'll receive a Pirelli-branded welcome kit.

Each level makes you eligible to a wide range of premium and exclusive sales & marketing services and materials.

Pirelli also offers a complete training suite with in-depth education about Pirelli product and business support to improve your bottom line.

ADDITIONAL INCENTIVES & SERVICES



Welcome Kit



Product &
Business Training



Point of Sale
Materials



External Store
Branding



Apparel & Uniforms



Online Dealer
Locator



Geo-Marketing
Data Sharing



Digital Asset +
B2B Online Portal



Click-to-buy



Confidence Plan



360 Degree
Retail Support



Consumer Rebates /
Sell Out Support



Target In-Store
Events



Mystery Shopping



Pirelli Experiences



Sponsorship
& Hospitality

Be a part of the Pirelli family. The Pirelli Perfect Fit philosophy extends beyond our products and to our partners. Let's focus on high-value creation and performance together.

DISCLAIMER: The details of this program may be changed, modified or canceled by Pirelli Tire, LLC without prior notice. Subject to individual dealer terms and conditions. See Pirelli Account Representative for complete details.



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