

Mastercraft
CENTURY
program

Mastercraft
TIRES

**BUY MORE,
EARN MORE
WITH
MASTERCRAFT
CENTURY**



2026 PROGRAM BROCHURE
MastercraftCentury.com

Updated: January 2026



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WELCOME TO THE MASTERCRAFT® CENTURY PROGRAM

THE PROGRAM THAT PAYS YOU FOR PURCHASING MASTERCRAFT® TIRES.

You'll earn for **every eligible tire that you buy** (see page 7 for more details), and get paid based on the Century Tier that you've enrolled in – there's no limit to how much you can earn!

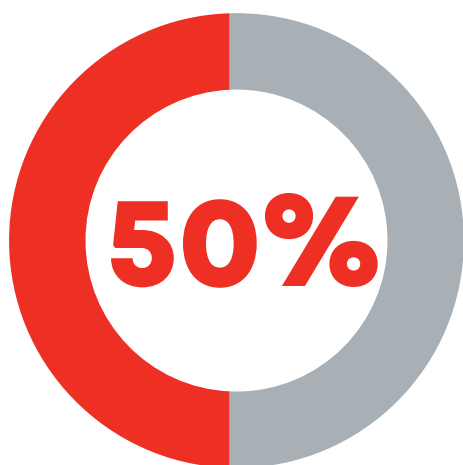
Take advantage of our program perks, and special promotions to maximize your earnings and grow your business. Then, track your progress at **MastercraftCentury.com** with your personalized, easy-to-use dashboard.

Welcome to the 2026 Mastercraft Century Program!

TO ACHIEVE YOUR CENTURY TIER

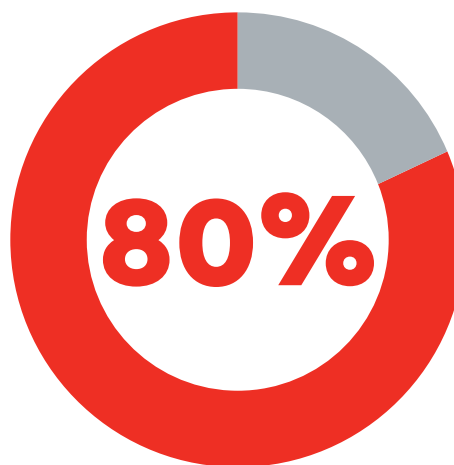
MEET ALL THREE PROGRAM REQUIREMENTS:

PREFERRED TIRE PURCHASES



At least 50% of Quarterly Tier Requirement must be Preferred Tires*

PRIMARY DISTRIBUTOR LOYALTY



At least 80% of Total Tire purchases must be from Primary Distributor⁺

TOTAL TIRE PURCHASES



Must equal or exceed the required number of Total Tire purchases for your Century Tier

* As noted by Program Details

⁺ There is an 80/20 Rule: when a dealer has Secondary Distributor(s) selected, a dealer cannot purchase more than 20% of their total purchases from the Secondary Distributor(s). Dealers must have 80% or more of their total purchases from the Primary Distributor to receive their Mastercraft® Century payout. You can see your Primary Distributor Loyalty on the home page of the Program Website (MastercraftCentury.com)

GETTING PAID

TWO WAYS TO GET YOUR CENTURY DOLLARS

When you enroll you will get to select one of two payment options.



RELOADABLE CARD

Get paid on a convenient reloadable debit card. By selecting reloadable card your funds will be issued to the dealer principal owner. Your card will be sent to you after you enroll and you qualify for your first quarterly earnings. Please allow approximately 7-10 business days to receive your card in the mail. Please ensure the mailing address that we have for you is correct so you can receive your card without delay. After you receive your card, you will continue to receive future quarterly earnings on the same convenient card.

WHY A RELOADABLE CARD?

- **Automatically Reloadable:** We'll load your card for you each and every quarter
- **Flexibility:** Use it anywhere credit or debit cards are accepted – including online!
- **Control:** You can transfer funds from your card directly to your bank account anytime.



DIRECT DEPOSIT

Get access to your funds quickly with direct deposit. By selecting direct deposit your funds will be issued to you as a business. You will need to provide us with your business bank account information as part of the enrollment process, if you select this option.

PAYMENT SCHEDULE

We know that getting access to the money that you have earned is important. You will receive your taxable earnings from us every quarter throughout the year for the funds that you have earned in the previous quarter.

Please Note: Although payments for your Dealer Elite earnings will be made separately from your standard Mastercraft® Century payments, you will still receive your payment through the method you have chosen previously, either by reloadable card or direct deposit.

HOW TO EARN

PAYMENT AMOUNTS:

		PREFERRED TIRES			
		LIGHT TRUCK / SUV	PASSENGER / PERFORMANCE	WINTER	
					STANDARD
TOTAL TIRE REQUIREMENT					
TIER 5	ANNUAL TOTAL TIRES 4,000 (2,000 of which must be Preferred Tires) QUARTERLY TOTAL TIRES 1,000 (500 of which must be Preferred Tires)	\$11.00 per Preferred Tire LIGHT TRUCK / SUV	\$10.00 per Preferred Tire PASSENGER / PERFORMANCE	\$4.00 per Preferred Tire WINTER	\$2.25 per Standard Tire
TIER 4	ANNUAL TOTAL TIRES 2,400 (1,200 of which must be Preferred Tires) QUARTERLY TOTAL TIRES 600 (300 of which must be Preferred Tires)	\$10.00 per Preferred Tire LIGHT TRUCK / SUV	\$8.50 per Preferred Tire PASSENGER / PERFORMANCE	\$3.00 per Preferred Tire WINTER	\$1.75 per Standard Tire
TIER 3	ANNUAL TOTAL TIRES 1,600 (800 of which must be Preferred Tires) QUARTERLY TOTAL TIRES 400 (200 of which must be Preferred Tires)	\$8.00 per Preferred Tire LIGHT TRUCK / SUV	\$7.00 per Preferred Tire PASSENGER / PERFORMANCE	\$2.50 per Preferred Tire WINTER	\$1.50 per Standard Tire
TIER 2	ANNUAL TOTAL TIRES 600 (300 of which must be Preferred Tires) QUARTERLY TOTAL TIRES 150 (75 of which must be Preferred Tires)	\$7.00 per Preferred Tire LIGHT TRUCK / SUV	\$6.00 per Preferred Tire PASSENGER / PERFORMANCE	\$2.00 per Preferred Tire WINTER	\$1.25 per Standard Tire
TIER 1	ANNUAL TOTAL TIRES 240 (120 of which must be Preferred Tires) QUARTERLY TOTAL TIRES 60 (30 of which must be Preferred Tires)	\$6.00 per Preferred Tire LIGHT TRUCK / SUV	\$5.00 per Preferred Tire PASSENGER / PERFORMANCE	\$1.50 per Preferred Tire WINTER	\$1.00 per Standard Tire

80% of products must be purchased from the primary Mastercraft® Tire distributor and no more than 20% may be purchased from a secondary approved distributor.

HOW TO EARN

THE MASTERCRAFT® CENTURY TIRE GROUPS:

PREFERRED TIRES	LIGHT TRUCK / SUV		
	\$\$\$	- COURSER® HXT™ - COURSER® MXT™	- COURSER® CXT™ - COURSER® TRAIL™
			- COURSER® TRAIL HD™ - COURSER® TRAIL RT™
	PASSENGER / PERFORMANCE		
	\$\$	- MASTERCRAFT AVENGER® - COURSER® QUEST™	- COURSER QUEST PLUS™ - COOPER® TRACTIONCOMMAND™ - COURSER ALL WEATHER (COMING SOON)
	WINTER		
	❄️	- GLACIER MSR™ - GLACIER TREX™	
STANDARD TIRES			
- STRATUS AP™ - STRATUS HT™ - STRATUS AS™ - AVENGER® G/T™ - AVENGER® M8™ - SRT TOURING™			



ELIGIBLE TIRES:

TIER 5

4,000

TOTAL
ANNUAL
TIRES

1,000

TOTAL
QUARTERLY
TIRES

AT LEAST 50% OF WHICH
MUST BE PREFERRED TIRES

PREFERRED TIRES

Get paid for Preferred Tire purchases! At least **50%** of quarterly tier requirement must be Preferred Tires.

\$\$\$ \$11.00  COURSER® HXT™	\$\$\$ \$11.00  COURSER® MXT™	\$\$\$ \$11.00  COURSER® CXT™
\$\$\$ \$11.00  COURSER® TRAIL™	\$\$\$ \$11.00  COURSER® TRAIL HD™	\$\$\$ \$11.00  COURSER® TRAIL RT™
\$\$ \$10.00  MASTERCRAFT AVENGER®	\$\$ \$10.00  COURSER® QUEST™	\$\$ \$10.00  COURSER QUEST PLUS™
\$\$ \$10.00  COOPER® TRACTIONCOMMAND™	\$\$ \$10.00  COURSER ALL WEATHER	❄️ \$4.00  GLACIER MSR™
❄️ \$4.00  GLACIER TREX™	\$\$\$ LIGHT TRUCK / SUV \$\$ PASSENGER / PERFORMANCE ❄️ WINTER	

ELIGIBLE TIRES:

TIER 5

4,000

TOTAL
ANNUAL
TIRES

1,000

TOTAL
QUARTERLY
TIRES

AT LEAST 50% OF WHICH
MUST BE PREFERRED TIRES

STANDARD TIRES

\$2.25 	\$2.25 	\$2.25 
STRATUS AP™	STRATUS HT™	STRATUS AS™
\$2.25 	\$2.25 	\$2.25 
AVENGER® G/T™	AVENGER® M8™	SRT TOURING™

ELIGIBLE TIRES:

TIER 4

2,400

TOTAL
ANNUAL
TIRES

600

TOTAL
QUARTERLY
TIRES

AT LEAST 50% OF WHICH
MUST BE PREFERRED TIRES

PREFERRED TIRES

Get paid for Preferred Tire purchases! At least **50%** of quarterly tier requirement must be Preferred Tires.

\$\$\$ \$10.00  COURSER® HXT™	\$\$\$ \$10.00  COURSER® MXT™	\$\$\$ \$10.00  COURSER® CXT™
\$\$\$ \$10.00  COURSER® TRAIL™	\$\$\$ \$10.00  COURSER® TRAIL HD™	\$\$\$ \$10.00  COURSER® TRAIL RT™
\$\$ \$8.50  MASTERCRAFT AVENGER®	\$\$ \$8.50  COURSER® QUEST™	\$\$ \$8.50  COURSER QUEST PLUS™
\$\$ \$8.50  COOPER® TRACTIONCOMMAND™	\$\$ \$8.50  COURSER ALL WEATHER	❄️ \$3.00  GLACIER MSR™
❄️ \$3.00  GLACIER TREX™	\$\$\$ LIGHT TRUCK / SUV \$\$ PASSENGER / PERFORMANCE ❄️ WINTER	

ELIGIBLE TIRES:

TIER 4

2,400

TOTAL
ANNUAL
TIRES

600

TOTAL
QUARTERLY
TIRES

AT LEAST 50% OF WHICH
MUST BE PREFERRED TIRES

STANDARD TIRES

\$1.75



STRATUS AP™

\$1.75



STRATUS HT™

\$1.75



STRATUS AS™

\$1.75



AVENGER® G/T™

\$1.75



AVENGER® M8™

\$1.75



SRT TOURING™

ELIGIBLE TIRES:

TIER 3

1,600

TOTAL
ANNUAL
TIRES

400

TOTAL
QUARTERLY
TIRES

AT LEAST 50% OF WHICH
MUST BE PREFERRED TIRES

PREFERRED TIRES

Get paid for Preferred Tire purchases! At least **50%** of quarterly tier requirement must be Preferred Tires.

\$\$\$ \$8.00  COURSER® HXT™	\$\$\$ \$8.00  COURSER® MXT™	\$\$\$ \$8.00  COURSER® CXT™
\$\$\$ \$8.00  COURSER® TRAIL™	\$\$\$ \$8.00  COURSER® TRAIL HD™	\$\$\$ \$8.00  COURSER® TRAIL RT™
\$\$ \$7.00  MASTERCRAFT AVENGER®	\$\$ \$7.00  COURSER® QUEST™	\$\$ \$7.00  COURSER QUEST PLUS™
\$\$ \$7.00  COOPER® TRACTIONCOMMAND™	\$\$ \$7.00  COURSER ALL WEATHER	❄️ \$2.50  GLACIER MSR™
❄️ \$2.50  GLACIER TREX™	\$\$\$ LIGHT TRUCK / SUV \$\$ PASSENGER / PERFORMANCE ❄️ WINTER	

ELIGIBLE TIRES:

TIER 3

1,600

TOTAL
ANNUAL
TIRES

400

TOTAL
QUARTERLY
TIRES

AT LEAST 50% OF WHICH
MUST BE PREFERRED TIRES

STANDARD TIRES

\$1.50 	\$1.50 	\$1.50 
STRATUS AP™	STRATUS HT™	STRATUS AS™
\$1.50 	\$1.50 	\$1.50 
AVENGER® G/T™	AVENGER® M8™	SRT TOURING™

ELIGIBLE TIRES:

TIER 2

600

TOTAL
ANNUAL
TIRES

150

TOTAL
QUARTERLY
TIRES

AT LEAST 50% OF WHICH
MUST BE PREFERRED TIRES

PREFERRED TIRES

Get paid for Preferred Tire purchases! At least **50%** of quarterly tier requirement must be Preferred Tires.

\$\$\$ \$7.00  COURSER® HXT™	\$\$\$ \$7.00  COURSER® MXT™	\$\$\$ \$7.00  COURSER® CXT™
\$\$\$ \$7.00  COURSER® TRAIL™	\$\$\$ \$7.00  COURSER® TRAIL HD™	\$\$\$ \$7.00  COURSER® TRAIL RT™
\$\$ \$6.00  MASTERCRAFT AVENGER®	\$\$ \$6.00  COURSER® QUEST™	\$\$ \$6.00  COURSER QUEST PLUS™
\$\$ \$6.00  COOPER® TRACTIONCOMMAND™	\$\$ \$6.00  COURSER ALL WEATHER	❄️ \$2.00  GLACIER MSR™
❄️ \$2.00  GLACIER TREX™	\$\$\$ LIGHT TRUCK / SUV \$\$ PASSENGER / PERFORMANCE ❄️ WINTER	

ELIGIBLE TIRES:

TIER 2

600

TOTAL
ANNUAL
TIRES

150

TOTAL
QUARTERLY
TIRES

AT LEAST 50% OF WHICH
MUST BE PREFERRED TIRES

STANDARD TIRES

\$1.25



STRATUS AP™

\$1.25



STRATUS HT™

\$1.25



STRATUS AS™

\$1.25



AVENGER® G/T™

\$1.25



AVENGER® M8™

\$1.25



SRT TOURING™

ELIGIBLE TIRES:

TIER 1

240

TOTAL
ANNUAL
TIRES

60

TOTAL
QUARTERLY
TIRES

AT LEAST 50% OF WHICH
MUST BE PREFERRED TIRES

PREFERRED TIRES

Get paid for Preferred Tire purchases! At least **50%** of quarterly tier requirement must be Preferred Tires.

\$\$\$ \$6.00  COURSER® HXT™	\$\$\$ \$6.00  COURSER® MXT™	\$\$\$ \$6.00  COURSER® CXT™
\$\$\$ \$6.00  COURSER® TRAIL™	\$\$\$ \$6.00  COURSER® TRAIL HD™	\$\$\$ \$6.00  COURSER® TRAIL RT™
\$\$ \$5.00  MASTERCRAFT AVENGER®	\$\$ \$5.00  COURSER® QUEST™	\$\$ \$5.00  COURSER QUEST PLUS™
\$\$ \$5.00  COOPER® TRACTIONCOMMAND™	\$\$ \$5.00  COURSER ALL WEATHER	❄️ \$1.50  GLACIER MSR™
❄️ \$1.50  GLACIER TREX™	\$\$\$ LIGHT TRUCK / SUV \$\$ PASSENGER / PERFORMANCE ❄️ WINTER	

ELIGIBLE TIRES:

TIER 1

240

TOTAL
ANNUAL
TIRES

60

TOTAL
QUARTERLY
TIRES

AT LEAST 50% OF WHICH
MUST BE PREFERRED TIRES

STANDARD TIRES

\$1.00 	\$1.00 	\$1.00 
STRATUS AP™	STRATUS HT™	STRATUS AS™
\$1.00 	\$1.00 	\$1.00 
AVENGER® G/T™	AVENGER® M8™	SRT TOURING™

TAKE YOUR PERFORMANCE TO THE NEXT LEVEL

MASTERCRAFTCENTURY.COM

The Mastercraft® Century Program Website allows you to see your performance in the program. With quick-reference dashboards, promotional information, and full program details, designed to **give you the edge** against the competition and **help you earn as much as possible**.



PERFORMANCE DASHBOARDS

See how many tires you have sold, how many are Preferred Tires, and what your Primary Distributor loyalty is. Whenever there is a promotion running you can find a special “Promotional Dashboard” on your **Homepage** as well, which will show you how close you are to meeting the requirements of that promotion, so you can make informed purchase decisions to ensure you’ve met all program requirements by the end of the quarter.



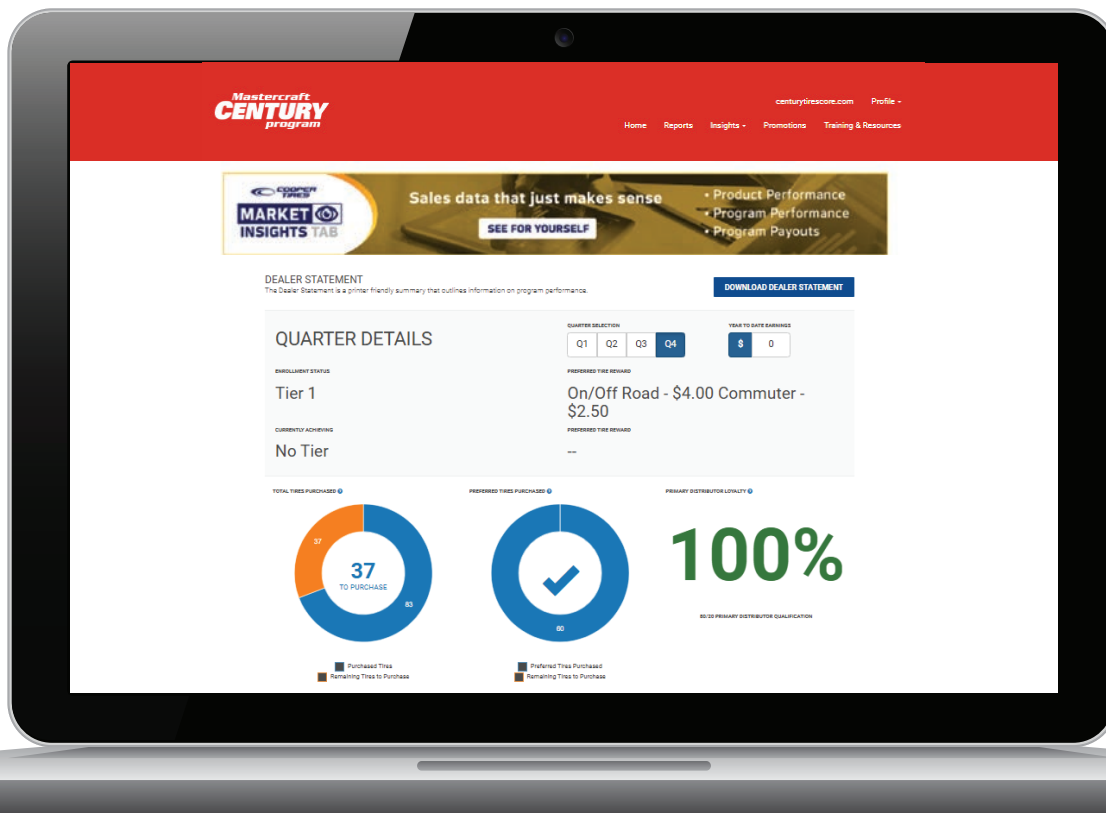
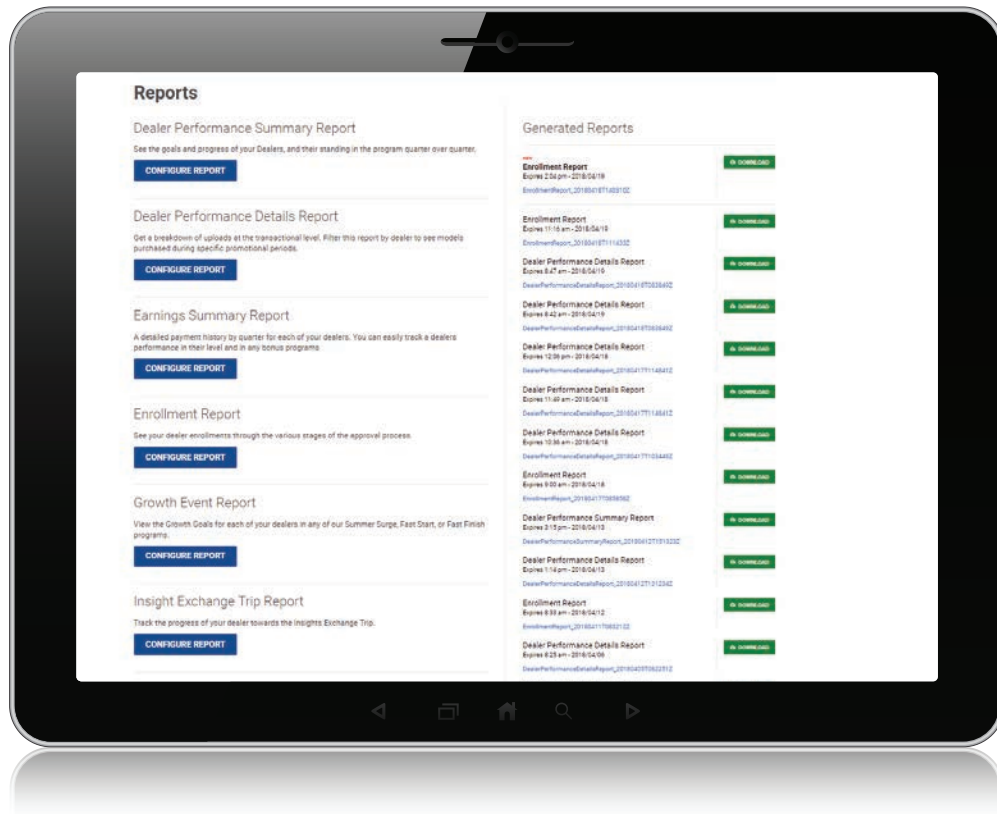
CURRENT PROMOTIONS

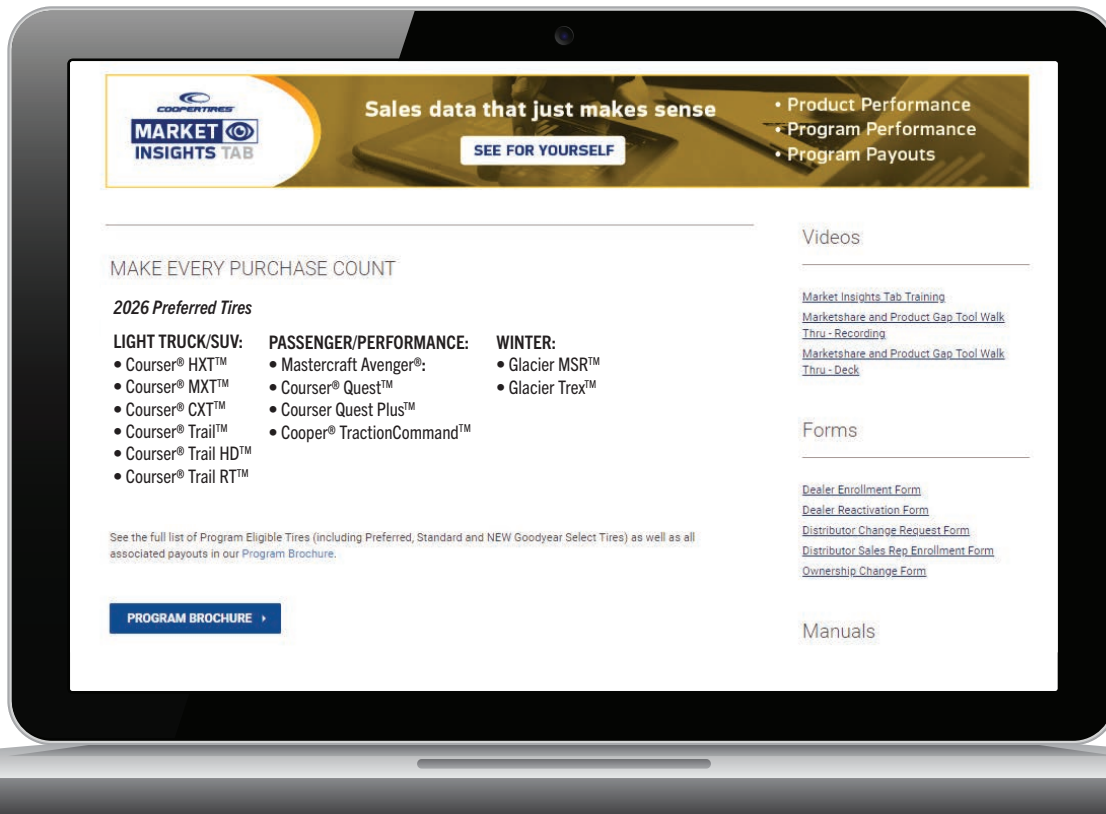
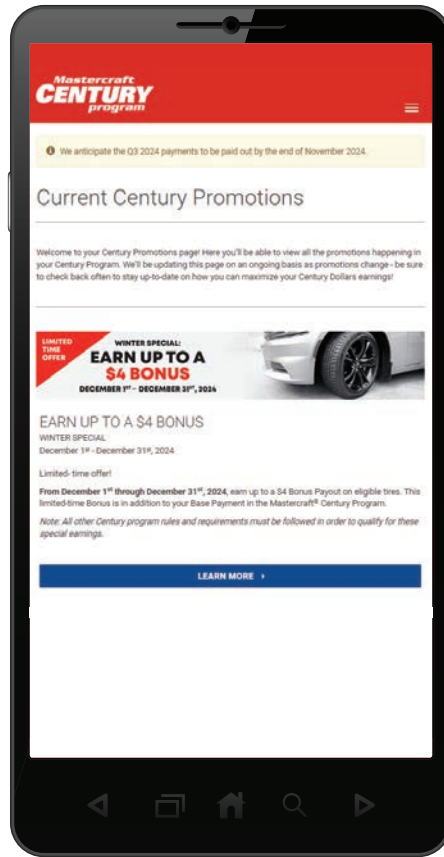
Our **Promotions** page gives you all the details on current promotions in the Mastercraft Century program.



REPORTS

On the **Reports** page of the website, you can view your overall performance, access an Earnings Summary (to see how much you earned in previous quarters) and an Enrollment Report to see when any Secondary Dealerships that you might have were added. Additional reports will become available for special promotions, making the Reports page a one-stop shop for all your personalized program-related data.





TAKE YOUR PERFORMANCE TO THE NEXT LEVEL

MASTERCRAFTCENTURY.COM

Have access to essential information at any time, no matter where you are, and how you do business. The program website is accessible from anywhere with content that you can view online, print and take with you, or both!



MOBILE COMPATIBILITY

Check your performance from anywhere on any device, including laptops, mobile phones and tablets.



PRINTABLE DEALER STATEMENT

All the information from your Performance Dashboard in a convenient PDF format. You can access printable dealer statements from the **Homepage** of the website.



QUICK-REFERENCE DOCUMENTATION

Access important program-related documentation such as product manuals, program terms and conditions, and dealer enrollment forms on the **Training & Resources** page.

TAKE A LOOK TODAY

Visit **MastercraftCentury.com** - your number one resource for information on the Mastercraft® Century program.

MASTERCRAFT® REWARDS

Exclusive for Mastercraft Dealers,
Mastercraft® Rewards lets your Sales
Associates earn money whenever they
recommend eligible Mastercraft tires!



NEW MEMBER BONUS

ENROLLMENT REWARD

If you are new to the Mastercraft® Century Program (i.e. you joined the program during this calendar year), we would like to offer you some **free advertising for Mastercraft Tires products to help you grow your business.**

As a new dealer, you are eligible for your Enrollment Reward when you achieve a Century Tier for the first time in the program. You'll receive an email containing a promo code 6-8 weeks following the end of the quarter. **This promo code will allow you to access the Cooper Tire Ad Store (CooperTireAdStore.com) where you can spend your reward.** The amount you are eligible for is based on the Century Tier you have enrolled in:

CENTURY TIER	TIER 5	TIER 4	TIER 3	TIER 2	TIER 1
Enrollment Reward	\$750	\$500	\$300	\$225	\$150

For more information around Century Tiers please see page 7.

Note: The promo code is valid for one year from date of issuance.

Mastercraft
CENTURY
program



MASTERCRAFT® TIRE PERKS

BENEFITS FOR MASTERCRAFT TIRE DEALERS

As a valued Mastercraft Tire Dealer you have access to benefits that are designed to help you and your business grow! Details can be found on pages 27 and 28.

PROMOTIONAL SUPPORT

We'll support your business with information and advertising to help drive consumers to you.

- **Mastercraft® Product-Launch Details** (we'll update you whenever there's a new addition to our product line-up)
- **Promotional Materials** (advertising materials and POP items to help you sell more whenever we're holding a promotion)
- **Inclusion on Mastercraft Tires Dealer Locator** (get more customers when your business is featured on MastercraftTires.com)

MARKETING SUPPORT

MERCHANDISING

Order your Mastercraft POS materials at
www.CooperTireAdStore.com

Mastercraft point-of-sale materials help you to reinforce the key features and benefits of the products you are selling. Keep your customers informed and educated as they wait for service.

Select items Available: tire displays, posters, tire inserts, product manuals, showroom literature, tire stack covers, display cards, Mastercraft flags, tire racks, decals, outdoor banners, wearables and signage.

Access the Cooper Tire Ad Store through the Mastercraft Century website at MastercraftCentury.com



MARKETING SUPPORT

WELCOME TO THE MARKETINGZONE

The Mastercraft MarketingZone site is your one-stop destination for accessing a wide range of marketing materials, imagery, and promotional content designed to showcase the excellence and reliability that define our brand. You'll have access to product images and digital assets to help with your local marketing.

Our Digital Asset Library is designed to make accessing these resources simple and convenient. Just browse, select the assets you need, and download them to support your marketing campaigns, presentations, and more.

To access MarketingZone:

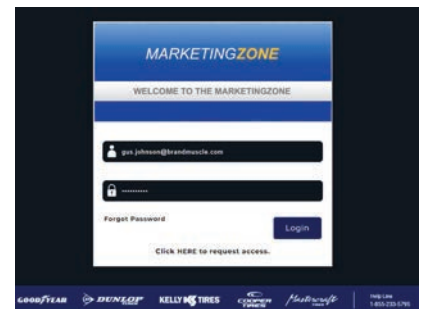
Login using the following URL:

<https://mastercraftmarketingzone.brandmuscle.net>

If you don't already have access to the site, select the "HERE" in "Click HERE to request access." found on the login page. Within 24 hours, the MarketingZone support team will review your user request to grant you access.

Contact MarketingZone

If you have any questions or require further assistance, please don't hesitate to reach out to our support team at GoodyearMarketingZone@brandmuscle.com or 1-855-233-5795.



Mastercraft
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program



FREQUENTLY ASKED QUESTIONS

How can I tell how close I am to reaching my Century Tier goal for a quarter?

Visit the program website (MastercraftCentury.com). You can see how close you are to reaching your goal for the current quarter including the total number of tires purchased, Eligible Tires purchased and your Primary Distributor loyalty on our easy-to-reference and customized performance Dashboard. You can also see how close you are to qualifying for any promotions that may currently be running.

What if I am short tires for a quarter?

If you are short tires to your goal, you can make those tires up in the following quarter, and get paid for any previous quarter tires missed. Each quarter you must be on track toward your annual goal to receive full payout. You can find out how close you are to reaching your goal at any time on the homepage of the program website (MastercraftCentury.com).

Where can I find the eligible products for the program?

Please see pages 10 to 19 of this program brochure for a complete list of eligible tire products. You can also find an up-to-date list on the program website (MastercraftCentury.com) in the Training & Resources section.

Can I get additional copies of this brochure?

You can download a PDF of the most recent version of this brochure from the program website (MastercraftCentury.com) in the Training & Resources section.

How do I register Secondary Distributors for my dealership?

To add Secondary Distributors to your business, please contact Mastercraft® Century Program Headquarters at mastercraftcentury@goodyear.com.

When will my Century Dollars be processed and added to my prepaid card or direct deposited in my account?

The Century Dollars are processed at the end of the month following quarter-end.

If I have a Secondary Distributor, how much must I purchase from the Primary vs. Secondary Distributor?

There is an 80/20 Rule: when a dealer has Secondary Distributor(s) selected, a dealer cannot purchase more than 20% of their total purchases from the Secondary Distributor(s). Dealers must have 80% or more of their total purchases from the Primary Distributor to receive their Century payout. You can see your Primary Distributor Loyalty on the home page of the program website (MastercraftCentury.com).

My businesses ownership has recently changed. What do I do?

Contact your Mastercraft® Tires distributor sales representative. They will fill out a Ownership Change Request Form with you in order to ensure your business continues to earn in the program. Requests will be sent to mastercraftcentury@goodyear.com for approval.

How do I know how much I will be paid?

There is no earnings information available for the current quarter. Once a quarter has finished and has been processed, you can find your earnings information on the home page with a breakdown of earned amounts by quarter. This information will also be available in your Earnings Summary Report (please see page 20 of this brochure for more information on Reports).

How am I paid?

You'll receive your taxable earnings from us every quarter for the funds that you have earned in the previous quarter. Payments will be provided via the payment method you selected when you registered for the program (either direct deposit or reloadable card).

Mastercraft
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program



EARN BIG

Get paid for the tire purchases you make.



FAST & EASY PAYMENTS

Get paid on a convenient reloadable card or direct deposit each and every quarter.



BONUS PAYOUTS

Earn even more with promotions throughout the year.



EASY-TO-USE WEBSITE

Our program website will help you stay up-to-date on your current program performance, rules, and more. Check it out today at **MastercraftCentury.com**



PROGRAM PERKS

Exclusive benefits and discounts designed to help your business grow.



DIRECT DEPOSIT

Get access to your funds quickly with direct deposit.

HAVE QUESTIONS ABOUT THE PROGRAM? WE'RE HERE TO HELP.

Visit **MastercraftCentury.com** - your number one resource for information on the Mastercraft® Century program.

