



Associate Dealer Incentive Programs

Another Tire Rack Wholesale Advantage



PIRELLI PERFORMANCE PROGRAM



VEDESTEIN



Get Rewarded for your Brand Loyalty!



Associate Dealer Incentive Programs



500 unit annual minimum

- Payouts are direct deposited monthly into the business bank account
- Tire Rack Wholesale now offering primary distributorship of the Michelin Alliance Associate Dealer Program nationwide
- Michelin, BFGoodrich, and Uniroyal tires all count toward program goals
- Tire Rack Wholesale offering secondary distributorship in all U.S. markets
- Business Development fund accumulates at higher purchase levels in addition to payouts



ADVANTAGE
YOKOHAMA ASSOCIATE DEALER PROGRAM™

60 unit quarterly minimum

- Payout is based on a percentage of the cost of the tires purchased
- 60 unit minimum (*24 of those units must be purchased within the first 30 days of enrollment*)
- The Advantage program has added the option of a secondary distributor for current Advantage dealers
- Program participants are eligible for annual travel vouchers if they purchase a minimum of 400 units annually
- All Yokohama tires are eligible except the AVID TOURING-S line
- Potential Advantage dealers must be within 300 miles of a Tire Rack Wholesale distribution center (*If outside that range, Yokohama must approve before an application can be submitted*), **see back cover for location map**
- Progressive Growth Rewards: Earn an additional 1% added to your payout annually if you grow your purchases by 10% in volume over the previous year
- Additional benefits
 - Media marketing funds (*minimum 1,000 units annually*)
 - Outdoor signage
 - Opening kits once enrolled
 - Online training program for Advantage dealers



PIRELLI PERFORMANCE PROGRAM

24 unit opening order in a quarter

- Quarterly payouts direct deposited
- Tire Rack Wholesale can be primary or secondary supplier. The 75%/25% rule applies
- Welcome Kit sent after official sign-up
- P3 signed dealer exclusive programs and promotions
- P3 Web based training program
- Dealer listing on Pirelli Dealer locator



ONE
HANKOOK ONE PROGRAM

48 units quarterly minimum

- All Hankook tires on program
- Laufenn tires pay \$2 and up (*Laufenn tires do count toward 48-unit quarterly minimum*)
- Tire Rack Wholesale can be a primary or secondary distributor for customers within a 250-mile radius of a distribution center, **see back cover for location map**
- Premium Line bonus available with certain tires (*additional \$4 per tire*)



COOPERTIRES
NEXT LEVEL
PICK-UP BONUS FOR TIRE DEALERS
TIRE RACK
wholesale

75 unit quarterly minimum

- Exclusive to Tire Rack Wholesale!
- No sign-up necessary
- Only available to pick-up customers near a Tire Rack Wholesale distribution center (*tires that ship will not be eligible for earning*), **see back cover for location map**
- All Cooper tires are on the program (*some will have additional payout incentives throughout the year*)

For complete program details and to sign up for any of these programs, please email Mark Richter at mrichter@tirerackwholesale.com or call 800-445-0179, ext 4573.

Associate Dealer Incentive Programs

**KUMHO
TIRE**



36 units quarterly minimum

- Annual Volume Bonus available
- Rewards paid quarterly
- Only allowed one primary supplier
- All Kumho tires (except the Ecsta LX Platinum) included on the program
- The Solus TA91 line counts towards qualifying unit goals, but does not earn payouts
- 18" wheel size or greater adds \$5 per tire bonus
- Free Road Hazard Protection on most tires, first 2/32^{nds} or 1 year

TOYOTA TIRES®

DRIVEN
ASSOCIATE DEALER PROGRAM

**50 unit opening order
needed in a quarter**

- Driven program starts paying at 60 units per quarter in 2024 (was 100 units in 2023)
- Tire Rack Wholesale can be primary or secondary supplier. The 75%/25% rule applies
- Quarterly payouts based on tread designs
- Point-of-sale items provided after official sign-up

NITTO

NITTO®
ENTHUSIAST
CIRCUIT

**50 units in a quarter
qualifies for sign-up**

- NITTO pays starting at 50 units quarterly
- Tire Rack Wholesale can be primary or secondary supplier. The 80%/20% rule applies
- Payouts change quarterly based on tread designs; direct deposit paid quarterly
- Point-of-sale items provided after official sign-up

VREDESTEIN

**VREDESTEIN
TIRES**
**HYPER
BOOST**
QUARTERLY VOLUME REBATE

30 unit minimum per quarter

- Four qualifying unit tiers allow the opportunity to take full advantage of aggressive savings
- Quarterly rebates processed as a credit to your account in the month following the close of each quarter
- All qualifying customers will be automatically paid, no sign up process is required
- All wholesale customers are eligible, including new car dealerships
- New car dealerships on a Tire Rack Wholesale operated tire program must have orders placed on the program account to qualify, no exceptions

**FALKEN
TIRES**



30 unit minimum per quarter

- 24 unit order in 30 days to qualify for sign up
- Qualified sign ups can earn point of sales items, tire stand with display tire and Falken TV
- Marketing points earned starting at 60 units per quarter
- Free Road Hazard Protection on most tires, first 3/32^{nds} or 2 years
- Retail sales spiffs and Peak online training

**RADAR
TIRES**

RADAR RED
RADAR ELITE DEALER PROGRAM

24 unit minimum per quarter

- 12 unit order at time of sign up or 12 units in 30 days qualifies for sign up
- Tire Rack Wholesale can be primary or secondary supplier. The 80%/20% rule applies
- Point-of-sale items provided after official sign-up
- Free Road Hazard Protection on most tires, first 4/32^{nds} or 2 years

Distribution Centers

**Burien, WA**

1021 S. 146th Street,
Suite 100
Burien, WA 98168

Roseville, MN

3015 Long Lake Road
Roseville, MN 55113

South Bend, IN

7101 Vorden Parkway
South Bend, IN 46628

Windsor, CT

100 International Drive
Windsor, CT 06095

McCarran, NV

3300 Waltham Way
(Exit 32 I-80)
McCarran, NV 89434

Denver, CO

9690 East 40th Avenue
Denver, CO 80238

Doraville, GA

3101 McCall Dr.
Suite 1
Doraville, GA 30340

New Castle, DE

300 Anchor Mill Road
New Castle, DE 19720

Santa Fe Springs, CA

9840 Greenleaf Avenue
Santa Fe Springs, CA 90670

Shreveport, LA

5417 Campus Drive
Shreveport, LA 71129

Midway, GA

667 Sunbury Road
Midway, GA 31320

Davie, FL

2700 Bridge Way
Davie, FL 33314



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www.tirerackwholesale.com

Contact Mark Richter
at mrichter@tirerackwholesale.com
or call **800-445-0179, ext 4573.**

