PIRELLI PERFORMANCE PROGRAM

Elevate the Power of Partnership Creating High Value Together

Power is Nothing Without Control™



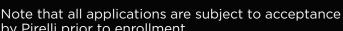
Welcome to the Pirelli Performance Program, an extraordinary opportunity for independent Premium Tire Retailers to transform their businesses and achieve remarkable profit growth.



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.

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







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.





Every quarter stands alone with annual catch-ups

Each level makes you eligible for exclusive services and marketing support



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.

S 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 ties, you'll receive a

Pirelli-branded welcome kit.

Each level make 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



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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.



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