DRIVEN
ASSOCIATE DEALER PROGRAM

TIRE PAYOUT LEVELS

★
LEVEL 1
PCR/LTR: 100-249 max. units/qtr.
Commercial: 50-99 max. units/qtr.

★★
LEVEL 2
PCR/LTR: 250-399 max. units/qtr.
Commercial: 100-149 max. units/qtr.

★★★
LEVEL 3
PCR/LTR: 400 plus units/qtr.
Commercial: 150 plus units/qtr.

ELIGIBLE PRODUCTS AND PAYOUT PER TIRE: Q3 2018

Extensa, Versado	Tread Pattern	Level 1	Level 2	Level 3
Extensa A/S	EXAS	$5.00	$9.00	$11.00
Extensa HP II	EXHPII	$5.00	$9.00	$11.00
Versado Eco	VSEC	$2.00	$3.00	$4.00
Versado Noir	VSNR	$4.00	$5.00	$6.00

Proxes	Tread Pattern	Level 1	Level 2	Level 3
Proxes 1	PX1	$3.00	$4.00	$5.00
Proxes T1 Sport	PXTS	$3.00	$4.00	$5.00
Proxes T1R	PXT1R	$2.00	$3.00	$4.00
Proxes 4 Plus	PX4P	$4.00	$5.00	$6.00
Proxes S/T	PXST	$2.00	$3.00	$4.00
Proxes ST III	PXST3	$3.00	$4.00	$5.00

Open Country, M-55	Tread Pattern	Level 1	Level 2	Level 3
Open Country Q/T	OPQT	$5.00	$6.00	$7.00
Open Country H/T	OPHT	$5.00	$6.00	$7.00
Open Country A/T II	OPATII	$5.00	$6.00	$7.00
Open Country M/T	OPMT	$5.00	$6.00	$7.00
Open Country R/T	OPRT	$5.00	$6.00	$7.00
Open Country C/T	OPCT	$5.00	$6.00	$7.00
M-55	M55	$2.00	$3.00	$4.00

Celsius, Winter, Commercial	Tread Pattern	Level 1	Level 2	Level 3
Celsius	CSPCR	$3.00	$4.00	$5.00
Celsius CUV	CSCUV	$3.00	$4.00	$5.00
All Winter	See site	$3.00	$4.00	$5.00
All Commercial	See site	$5.00	$7.50	$10.00

Q3 BONUS MERCHANDISE: LEVEL 3 DEALERS RECEIVE A TOYO TIRES SHOP STOOL

PAYOUT SCHEDULE

	Q1	Q2	Q3	Q4
PERIOD	JAN - MAR	APR - JUN	JUL - SEP	OCT - DEC
CLAIM SUBMISSION DEADLINE	APR 15	JUL 15	OCT 15	JAN 15
PAYMENT	APR	JUL	OCT	JAN

Eligible products and payouts may vary by quarter. Toyo Tire U.S.A. Corp. reserves the right to modify or cancel all or part of this program and guidelines at any time. ©2017 Toyo Tire U.S.A. Corp.

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