

Q1 PCR/LTR PAYOUTS

DRIVEN
ASSOCIATE DEALER PROGRAM

LEVEL 1 (PCR/LTR)

UP TO **\$3.00** PER TIRE

60 MIN. – 124 MAX.
UNITS PER QUARTER

LEVEL 2 (PCR/LTR)

UP TO **\$5.00** PER TIRE

125 MIN. – 249 MAX.
UNITS PER QUARTER

LEVEL 3 (PCR/LTR)

UP TO **\$8.00** PER TIRE

250 MIN. – 399 MAX.
UNITS PER QUARTER

LEVEL 4 (PCR/LTR)

UP TO **\$10.00** PER TIRE

400 MIN. – 749 MAX.
UNITS PER QUARTER

LEVEL 5 (PCR/LTR)

UP TO **\$12.00** PER TIRE

750+
UNITS PER QUARTER



2024 Q1 (JAN 1ST – MAR 31ST)

- Claim submission deadline is April 15th.
- Payment via prepaid Mastercard® or direct deposit ACH.

PRIMARY PURCHASE COMPLIANCE (PPC)

- Purchase at least 60 PCR/LTR units (or 50 TBR units) per quarter.
- At least 75% of units per quarter must be purchased through your Primary dealer. Visit dealerportal.toyotires.com for more details.

PCR/LTR ANNUAL VOLUME BONUS (AVB)

- You may be eligible for up to \$4.00 add'l. per tire.
- For more info, visit dealerportal.toyotires.com or contact your Toyo Tires Regional Sales Manager.



TOYO
TIRES

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. ©2024 Toyo Tire U.S.A. Corp. **NOTE: Adherence to the "Do Not Sell List" is mandatory.**

Q1 TBR PAYOUTS

DRIVEN
ASSOCIATE DEALER PROGRAM

LEVEL 1 (TBR)

UP TO **\$9.00** PER TIRE

50 MIN. – 99 MAX.
UNITS PER QUARTER

LEVEL 2 (TBR)

UP TO **\$12.00** PER TIRE

100 MIN. – 149 MAX.
UNITS PER QUARTER

LEVEL 3 (TBR)

UP TO **\$16.00** PER TIRE

150 MIN. – 199 MAX.
UNITS PER QUARTER

LEVEL 4 (TBR)

UP TO **\$20.00** PER TIRE

200+
UNITS PER QUARTER



2024 Q1 (JAN 1ST – MAR 31ST)

- Claim submission deadline is April 15th.
- Payment via prepaid Mastercard® or direct deposit ACH.

PRIMARY PURCHASE COMPLIANCE (PPC)

- Purchase at least 50 TBR units (or 60 PCR/LTR units) per quarter.
- TBR unit purchases are not subject to the PPC. Visit dealerportal.toyotires.com for more details.

TBR ANNUAL VOLUME BONUS (AVB)

- You may be eligible for up to \$5.00 add'l. per tire.
- For more info, visit dealerportal.toyotires.com or contact your Toyo Tires Regional Sales Manager.



**TOYO
TIRES**

Q1 PCR/LTR/TBR PAYOUTS



UNITS PER QUARTER

LEVEL 1 (MIN. – MAX)

- PCR/LTR: 60 – 124
- TBR: 50 – 99

LEVEL 2 (MIN. – MAX)

- PCR/LTR: 125 – 249
- TBR: 100 – 149

LEVEL 3 (MIN. – MAX)

- PCR/LTR: 250 – 399
- TBR: 150 – 199

LEVEL 4 (MIN. – MAX)

- PCR/LTR: 400 – 749
- TBR: 200+

LEVEL 5 (MIN.)

- PCR/LTR: 750+
- TBR: N/A

Q1 PAYOUTS PER LEVEL

Pattern	Level 1	Level 2	Level 3	Level 4	Level 5
Extensa A/S II	\$2.00	\$5.00	\$6.00	\$7.00	\$8.00
Extensa HP II	\$2.00	\$5.00	\$6.00	\$7.00	\$8.00
Proxes Sport	\$2.00	\$5.00	\$6.00	\$7.00	\$8.00
Proxes Sport A/S	\$2.00	\$5.00	\$6.00	\$7.00	\$8.00
Proxes ST III	\$2.00	\$3.00	\$4.00	\$5.00	\$6.00
All Winter	\$2.00	\$3.00	\$4.00	\$5.00	\$6.00
All Orig. Equip.	\$1.00	\$2.00	\$3.00	\$4.00	\$5.00
All Commercial	\$9.00	\$12.00	\$15.00	\$20.00	N/A

Pattern	Level 1	Level 2	Level 3	Level 4	Level 5
Celsius Sport	\$2.00	\$5.00	\$6.00	\$7.00	\$8.00
Celsius	\$2.00	\$5.00	\$6.00	\$7.00	\$8.00
Celsius CUV	\$2.00	\$5.00	\$6.00	\$7.00	\$8.00
Celsius Cargo	\$2.00	\$5.00	\$6.00	\$7.00	\$8.00
Celsius II	\$2.00	\$5.00	\$6.00	\$7.00	\$8.00
H08+	\$2.00	\$5.00	\$6.00	\$7.00	\$8.00
M-55	\$1.00	\$2.00	\$3.00	\$4.00	\$5.00
Open Country SxS	\$1.00	\$2.00	\$3.00	\$4.00	\$5.00

Pattern	Level 1	Level 2	Level 3	Level 4	Level 5
Open Country Q/T	\$3.00	\$5.00	\$6.00	\$7.00	\$8.00
Open Country H/T II	\$3.00	\$5.00	\$6.00	\$7.00	\$8.00
Open Country H/T	\$3.00	\$5.00	\$6.00	\$7.00	\$8.00
Open Country C/T	\$3.00	\$5.00	\$6.00	\$7.00	\$8.00
Open Country A/T III	\$3.00	\$5.00	\$8.00	\$9.00	\$10.00
Open Country M/T	\$3.00	\$5.00	\$8.00	\$10.00	\$12.00
Open Country R/T	\$3.00	\$5.00	\$8.00	\$10.00	\$12.00
Open Country R/T Trail	\$3.00	\$5.00	\$8.00	\$10.00	\$12.00

2024 Q1 (JAN 1ST – MAR 31ST)

- Claim submission deadline is April 15th.
- Payment via prepaid Mastercard® or direct deposit ACH.

PRIMARY PURCHASE COMPLIANCE (PPC)

- Purchase at least 50 TBR units or 60 PCR/LTR units per quarter.
- At least 75% of units per quarter must be purchased through your Primary dealer, excludes TBR unit purchases. Visit dealerportal.toyotires.com for more details.

ANNUAL VOLUME BONUS (AVB)

- You may be eligible for up to \$5.00 add'l. per tire.
- For more info, visit dealerportal.toyotires.com or contact your Toyo Tires Regional Sales Manager.

QUARTERLY BONUS AWARD (400+ UNITS): 150 IN DRIVEN DOUGH TO PURCHASE MERCHANDISE AND POP ON THE DEALER PORTAL.



PCR/LTR ANNUAL VOLUME BONUS

DRIVEN
ASSOCIATE DEALER PROGRAM

LEVEL 1 (PCR/LTR)

\$1.00 BONUS PER TIRE

3,000 MIN. – 5,999 MAX
UNITS PER YEAR

LEVEL 2 (PCR/LTR)

\$2.00 BONUS PER TIRE

6,000 MIN. – 8,999 MAX
UNITS PER YEAR

LEVEL 3 (PCR/LTR)

\$3.00 BONUS PER TIRE

9,000 MIN. – 11,999 MAX
UNITS PER YEAR

LEVEL 4 (PCR/LTR)

\$4.00 BONUS PER TIRE

12,000 PLUS
UNITS PER YEAR



2024 (JAN 1ST – DEC 31ST)

- Only units purchased from Q1 2024 – Q4 2024 are eligible.
- All PCR/LTR units will be combined for the Annual Volume Bonus.
- Payment will be made in February 2025 via prepaid Mastercard® or direct deposit ACH.
- For more info, visit dealerportal.toyotires.com or contact your Toyo Tires Regional Sales Manager.

PRIMARY PURCHASE COMPLIANCE (PPC)

- Must be compliant with 75%/25% allocation in each quarter of 2024.
- At least 75% of units per quarter must be purchased through your Primary dealer.
- No more than 25% of units per quarter should be purchased through your Secondary dealer.



TOYO
TIRES

TBR ANNUAL VOLUME BONUS

DRIVEN
ASSOCIATE DEALER PROGRAM

LEVEL 1 (TBR)

\$2.50 BONUS PER TIRE

800 MIN. – 1,199 MAX
UNITS PER YEAR

LEVEL 2 (TBR)

\$5.00 BONUS PER TIRE

1,200 PLUS
UNITS PER YEAR



2024 (JAN 1ST – DEC 31ST)

- Only units purchased from Q1 2024 – Q4 2024 are eligible.
- All TBR units will be combined for the Annual Volume Bonus.
- Payment will be made in February 2025 via prepaid Mastercard® or direct deposit ACH.
- For more info, visit dealerportal.toyotires.com or contact your Toyo Tires Regional Sales Manager.

PRIMARY PURCHASE COMPLIANCE (PPC)

- TBR unit purchases are not subject to the PPC. Visit dealerportal.toyotires.com for more details.



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