

TIRECO
DISTRIBUTORS™

2024

ELEVATE

CASH REWARDS®



ELEVATETIRES.COM

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ALLOW US TO INTRODUCE OURSELVES

Tireco Distributors™ is a nationally recognized distribution company built upon 50 years of expertise in the tire industry.

With 34 locations across the country and growing, we have an extensive product selection, dependable service, and various programs to support your business needs.

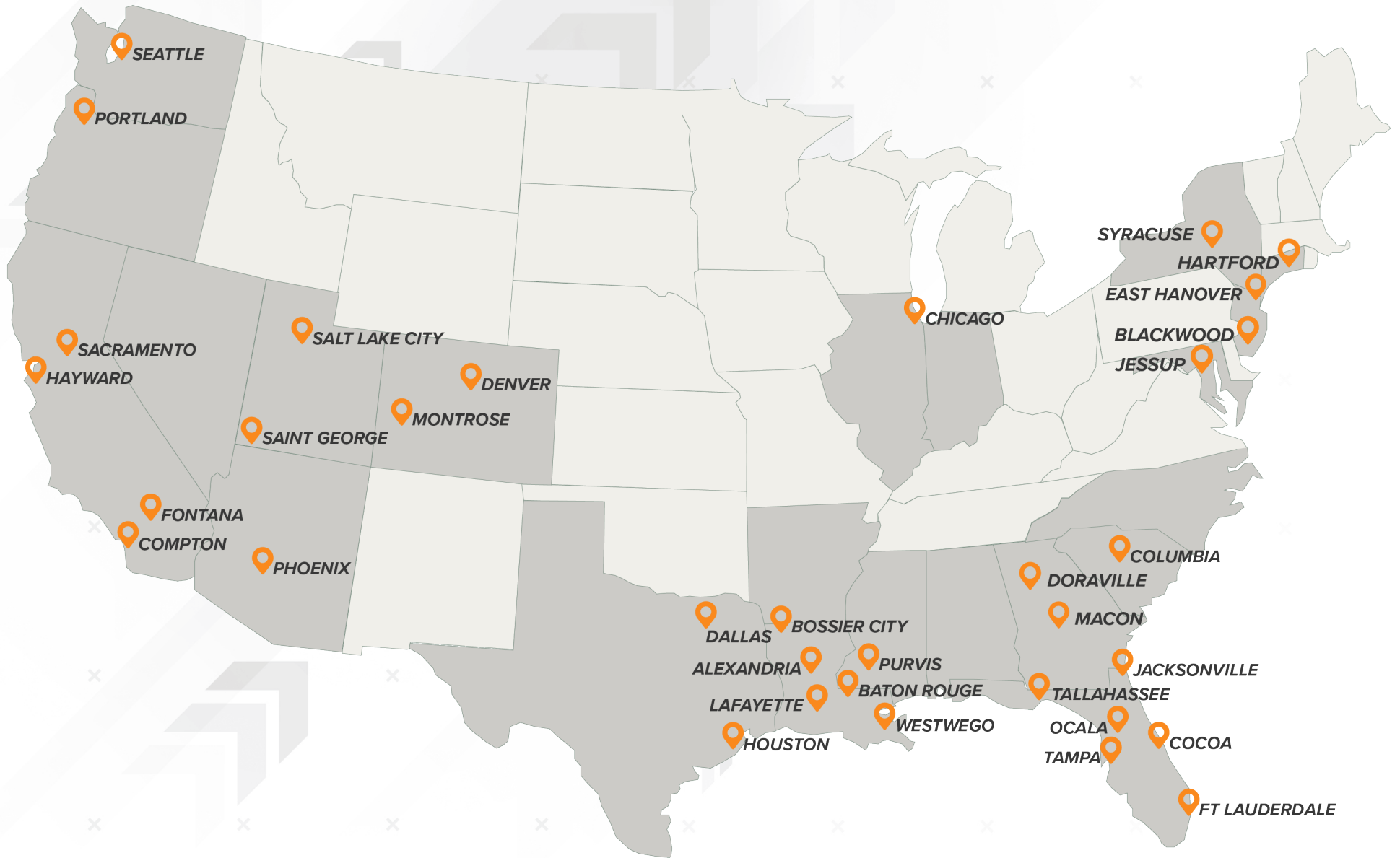
We truly value the trust you place in us; that's why we put you first in everything that we do.

Brian S. Rose

Brian Rose
President of Tireco Distributors™



NATIONAL COVERAGE WITH A LOCAL TOUCH



WHAT WE OFFER

SHOPTIRECO.COM

At Tireco Distributors™, we are dedicated to providing comprehensive customer support. Our goal is to ensure that your experience is smooth and effortless.



24-Hour Online Ordering



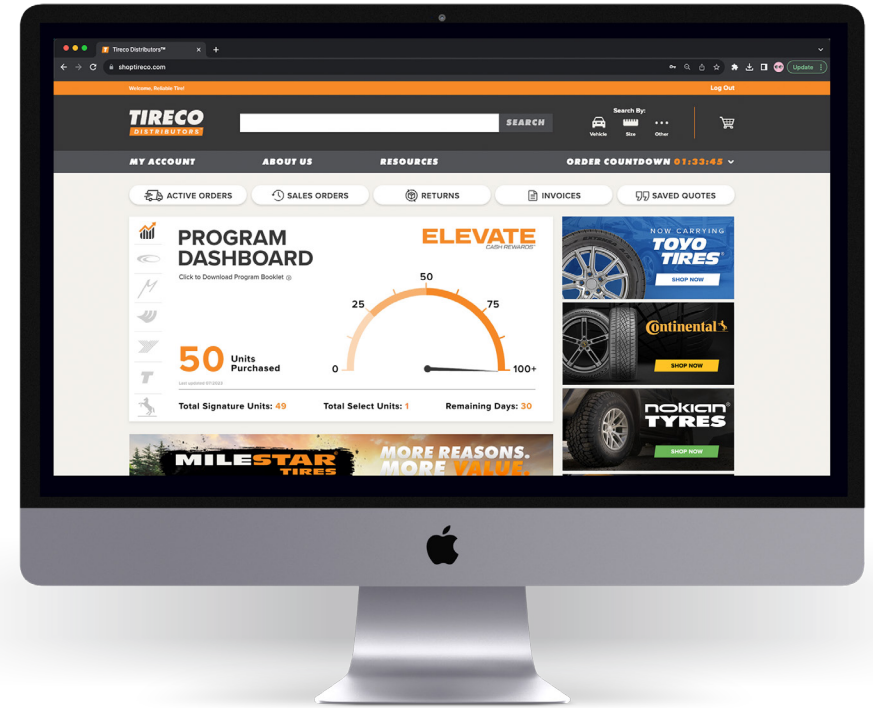
Professional Phone Support



Live Chat Support



Consistent Delivery Service



Featuring:

- ✓ Faster Search Speeds
- ✓ Enhanced Tire Search Features
- ✓ New Tireco Distributors™ Branding
- ✓ Dealer Programs Dashboard
- ✓ Much more...

#WESELLTIRES

SCAN TO VISIT
ShopTireco.com





BUY MORE TIRES GET MORE CASH

**Maximize your margin
with Elevate Cash
Rewards®!**

Elevate Cash Rewards® is a brand-driven rebate program designed to put more money in your pocket.

Take advantage of the 2024 program update and unlock new levels of earning power.

2024 PROGRAM UPDATE

GET STARTED

ENROLL

To get started, fill out the Enrollment Application on ElevateTires.com.



BUY

Purchase qualifying brands and achieve payout levels as outlined on Page 14.



EARN

Receive your quarterly rewards via your preferred payment method each quarter.

GET PAID

With Elevate Cash Rewards®, receive your “cash” in one of two forms: account credit or debit card.



DEBIT CARD

Choose the reloadable debit card option and take your “cash” with you on the go and spend it however you’d like.



ACCOUNT CREDIT

Choose the account credit option and easily apply your “cash” to future purchases.



PAYMENT SCHEDULE

At the end of the quarter, your earnings will be tallied up, and you should receive your “cash” within four weeks.



BASE PAYOUT STRUCTURE



50 TIRES PER QUARTER TO QUALIFY

SIGNATURE	<p>\$3 PER TIRE</p>	    
SELECT	<p>\$2 PER TIRE</p>	     

To qualify for rewards, dealers must purchase at least 50 tires per quarter. Only "Select" or "Signature" passenger or light truck brand tires qualify for rewards. Any other brands or product categories are not eligible.



MAXIMIZE YOUR EARNINGS

Stack your Elevate Cash Rewards[®] on top of other manufacturer incentive programs.

Get the most out of every dollar you spend with Tireco Distributors[™]. We encourage you to double-dip and earn even more.

Elevate Cash Rewards[®] dollars, plus manufacturer incentive dollars, equals more cash in your wallet.

For example:

$$\text{Bar chart icon} + \text{MANUFACTURER INCENTIVE PROGRAMS} = \$$$

ELEVATE

CASH REWARDS[®]

+

MILESTAR

PATAGONIA FAMILY



M/T-02 X/T A/T Pro A/T R H/T

ELEVATE BASE PROGRAM

BRAND	UNIT MIN.		ELEVATE PAYS		
Milestar	50	x	\$2	=	\$100

+

ELEVATE BASE PROGRAM + Q1 ENHANCER

BRAND	UNIT MIN.		ELEVATE PAYS		UP TO
Patagonia	50	x	\$2 + \$1	=	\$150

ELEVATE

CASH REWARDS[®]

+

GOLD

RETAILER PROGRAM



NOT ENROLLED YET?

ELEVATE BASE PROGRAM

BRAND	UNIT MIN.		ELEVATE PAYS		
Continental	50	x	\$3	=	\$150
General	50	x	\$2	=	\$100

+

ELEVATE BASE PROGRAM + Q1 ENHANCER

BRAND	UNIT MIN.		ELEVATE PAYS		UP TO
Continental	100	x	\$3 + \$2	=	\$500
General	100	x	\$2 + \$1	=	\$300

Dealers must be enrolled in the GOLD program to be eligible for the enhancer payout. Unit minimum, any mix Continental / General.

BASE PROGRAM + Q1 ENHANCER + GOLD RETAIL PROGRAM

BRAND	UNIT MIN.		ELEVATE+GOLD PAYS		UP TO
Continental	100	x	\$3 + \$2 + \$10	=	\$1,500
General	100	x	\$2 + \$1 + \$7	=	\$1,000

Based on unit minimum and max payout per GOLD Retailer Program.

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TOYO TIRES
DRIVEN
 ASSOCIATE DEALER PROGRAM



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YOKOHAMA
ADVANTAGE[®]



NOT ENROLLED YET?

ELEVATE BASE PROGRAM

BRAND	UNIT MIN.		ELEVATE PAYS		
Toyo	50	x	\$3	=	\$150

ELEVATE BASE PROGRAM + DRIVEN PROGRAM

BRAND	UNIT MIN.		ELEVATE+DRIVEN PAYS		UP TO
Level 1	60	x	\$3 + \$3	=	\$360
Level 2	125	x	\$3 + \$5	=	\$1,000
Level 3	250	x	\$3 + \$8	=	\$2,750
Level 4	400	x	\$3 + \$10	=	\$5,200
Level 5	750+	x	\$3 + \$12	=	\$11,250

Based on unit minimum and max payout per level on the Toyo DRIVEN Associate Dealer Program.

ELEVATE BASE PROGRAM

BRAND	UNIT MIN.		ELEVATE PAYS		
Yokohama	50	x	\$3	=	\$150

ELEVATE BASE PROGRAM + ADVANTAGE PROGRAM

BRAND	UNIT MIN.		ELEVATE+ADVANTAGE PAYS		UP TO
Tier +	60	x	\$3 + \$5.10	=	\$486
Tier 1	100	x	\$3 + \$6.80	=	\$980
Tier 2	250	x	\$3 + \$8.50	=	\$2,875
Tier 3	438	x	\$3 + \$10.20	=	\$5,781.60
Tier 4	625+	x	\$3 + \$11.90	=	\$9,312.50

Based on unit minimum and max payout per level on the Yokohama ADVANTAGE Program.

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MEDALLION™
Program



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ELEVATE BASE PROGRAM

BRAND	UNIT MIN.		ELEVATE PAYS		
Cooper	50	x	\$3	=	\$150

ELEVATE BASE PROGRAM + MEDALLION PROGRAM

BRAND	UNIT MIN.		ELEVATE+MEDALLION PAYS		UP TO
Tier 1	75	x	\$3 + \$4.50	=	\$562.50
Tier 2	200	x	\$3 + \$7	=	\$2,000
Tier 3	400	x	\$3 + \$8	=	\$4,400
Tier 4	600	x	\$3 + \$9	=	\$7,200
Tier 5	1,000+	x	\$3 + \$10.50	=	\$13,500

Based on unit minimum and max payout per level on the Cooper Medallion Program.

ELEVATE BASE PROGRAM

BRAND	UNIT MIN.		ELEVATE PAYS		
Hankook	50	x	\$2	=	\$100

ELEVATE BASE PROGRAM + ONE PROGRAM

BRAND	UNIT MIN.		ELEVATE+ONE PAYS		UP TO
Silver	60	x	\$2 + \$3	=	\$300
Gold	125	x	\$2 + \$4	=	\$750
Platinum	250	x	\$2 + \$5	=	\$1,750
Diamond	400+	x	\$2 + \$6	=	\$3,200

Based on unit minimum and max payout per level on the Hankook ONE Program.

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ELEVATE BASE PROGRAM

BRAND	UNIT MIN.		ELEVATE PAYS		
Kumho	50	x	\$2	=	\$100

ELEVATE BASE PROGRAM + PREMIUM FUEL PROGRAM

BRAND	UNIT MIN.		ELEVATE+FUEL PAYS		
Level 1	36	x	\$2 + \$2	=	\$144
Level 2	100	x	\$2 + \$4	=	\$600
Level 3	200	x	\$2 + \$5	=	\$1,400
Level 4	300	x	\$2 + \$6	=	\$2,400
Level 5	400+	x	\$2 + \$7	=	\$3,600

Based on unit minimum and max payout per level on the Kumho Fuel Program.

ELEVATE BASE PROGRAM

BRAND	UNIT MIN.		ELEVATE PAYS		
Mastercraft	50	x	\$2	=	\$100

ELEVATE BASE PROGRAM + CENTURY PROGRAM

BRAND	UNIT MIN.		ELEVATE+CENTURY PAYS		UP TO
Tier 1	60	x	\$2 + \$5	=	\$420
Tier 2	150	x	\$2 + \$7	=	\$1,350
Tier 3	400	x	\$2 + \$7	=	\$3,600
Tier 4	600	x	\$2 + \$9	=	\$6,600
Tier 5	1,000+	x	\$2 + \$10	=	\$12,000

Based on unit minimum and max payout per level on the Mastercraft Century Program.

HOUSE RULES

1. Elevate Cash Rewards® is a rebate program designed to incentivize wholesale customers for their qualifying purchases from Tireco Distributors®. Elevate Cash Rewards® will be referred to as the “program” throughout the House Rules.
2. Program eligibility is determined by assigned price list. Only customers on approved price lists are eligible to participate.
3. Only designated products and brands are eligible for the program.
4. This program targets passenger and light truck products. Commercial and specialty product categories do not apply.
5. The program is stand-alone from quarter to quarter, and may be revised, edited, modified, or ended upon completion of the designated time periods. There are no year-end catch-up provisions, or rollover benefits from period to period.
6. Eligible customers must enroll in the program to participate. Enrollments will be accepted until the 15th day of the last month of each quarter.
7. Eligible customers must enroll online at ElevateTires.com.
8. Qualifying orders may be placed online or through our customer service center.
9. Customers do not need to re-enroll each quarter. However, enrolled customers who do not achieve the minimum rewards tier-level for nine consecutive months will be automatically withdrawn from the program.
10. All rebate earnings will be calculated at the end each quarter. The rebates will be issued to re-loadable debit cards, or as account credit, depending on customer preference. In the event of a debit card service-provider related issue, physical checks may be issued instead.
11. A completed IRS Form W-9 is required for all customers electing to receive their rebate via re-loadable debit card. An IRS-1099 will be filed for all rebates greater than \$600 issued to the re-loadable debit card.
12. Rebate earnings will be delivered approximately four weeks after the end of each quarterly period.
13. Enrolled customers with multiple locations may choose to have all rebate funds issued as a single payment, on a single card or account credit. There may be no more than 1 debit card issued per location. However, customers with multiple locations may elect to issue a debit card to one individual per location.
14. Enrolled customers with multiple locations may not combine total purchases. Each location must stand on its own for program eligibility.
15. Certain program participation and eligibility conditions may apply, and may change from quarterly period to quarterly period.
16. In the event of a lost or stolen debit card, the cardholder must contact the issuing bank directly.
17. Customer accounts must be in good standing in order to receive rebate.
18. Some qualifying brands may not be available at every Tireco Distributors™ location.



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