



2009 Alliance Associate Dealer Program Retail Commitment Bonus (RCB)

AAD Level	AAD MX + BFG/POS	MX + BFG RCB RATE	UNIROYAL + RIKEN Z	UNIROYAL BRAND RCB
BIB 1	400 - 799	3.5%	250	3.5%
BIB 2	800-1299	4.5%	250	4.5%
BIB 3	1300 - 1999	6.5%	400	6.5%
BIB 4	2000 - 3499	7.5%	600	7.5%
BIB 5	3500 +	8.5%	800	8.5%

Please see AAD Agreement for additional program details & requirements

**** Bonuses (RCB and SLB) are calculated on a YTD basis – a dealer will have the opportunity to “catch up” on bonus payments as soon as the YTD BIB Level and Loyalty Bonus are achieved. ****

Co-op Advertising and AMF Marketing Funds

- ▲ AAD will earn 3% Co-op on Eligible Michelin and BFGoodrich purchases
- ▲ AAD will earn 1% AMF marketing fund on eligible Michelin and BFGoodrich purchases
- ▲ The dealer earns Co-op and AMF on all eligible Michelin and BFGoodrich purchases even if the dealer has not attained YTD or MTD BIB Level Purchase goals
- ▲ Co-op and AMF claims will be credited to the AAD’s account via Direct Deposit once substantiating documentation has been submitted and approved by Channel Fusion

Service Loyalty Bonus (SLB)

- ▲ Dealer will earn a 2% Service Loyalty Bonus paid at the end of the calendar year on Michelin, BFGoodrich and Uniroyal purchases if dealer purchases 85% or more of **MAST FLAG** (Michelin/BFGoodrich/Uniroyal) products from their Primary Servicing Distributor (PSD). Private/Associate products are excluded from calculation.
- ▲ Dealer can purchase up to 15% of MAST units from a Secondary Servicing Distributor (SSD) and still receive program payments for all tires, if YTD RCB objectives are met.
- ▲ If dealer purchases from SSD exceed 15% the dealer will not be eligible to receive RCB or the Service Loyalty Bonus until the 85% Service Loyalty level (YTD) is reached. Funds earned in previous month(s) will be paid up at that time. No money need be lost!
- ▲ Only authorized MAST Wholesale Distributor Alliance distributors are eligible to participate as a SSD.

Special Campaign Program Discounts (SC)

- ▲ Throughout the year, MAST will offer Special Campaigns (bonuses) to AADs.
- ▲ Payment of these program bonuses will not affect the dealer’s invoice price from the WDA, as all program bonuses will be paid directly to the AAD via Direct Deposit, based on Michelin Gross Price.

Associate Brand Rebate (ABR)

- ▲ In 2009, dealers will receive a monthly rebate for Associate Brand products purchased.
- ▲ The rebate is based on Gross Price and paid monthly by direct deposit
- ▲ There are no goals or minimums and the purchase of these units do not affect SLB.





2009 Alliance Associate Dealer Program

Additional Benefits

1. Direct Deposit of Program Earnings

- ▲ All MAST AAD program earnings and advertising/marketing reimbursements will be paid directly to the AAD's designated bank account via Direct Deposit (Electronic Funds Transfer – EFT) only
- ▲ The AAD must submit the required banking information on their MAST Dealer Profile EFT Page at the time of the electronic agreement approval.
- ▲ Your banking information is the same as the information on every check you write but is viewable only by the www.MichelinB2B.com password holder and MAST's headquarters-based accounts payable officers

2. MichelinB2B.com

- ▲ www.michelinb2b.com is a web-based resource for use by the AAD and the WDA and contains your AAD Profile
- ▲ AAD will have the ability to view their purchases toward Alliance Contract commitments on a YTD and MTD basis via the personalized e-Statement
- ▲ The information on the e-Statement is updated daily and will show the Customer Value Proposition (CVP), or the net value of program benefits earned by the dealer for eligible MAST products, including RCB, SLB, Co-op, AMF, ABR and Special Campaigns
- ▲ The e-Statement also shows AAD purchases by MSPN from the AAD's Primary Servicing Distributor as well as any designated Secondary Servicing Distributors
- ▲ www.michelinb2b.com also serves as a source of general information regarding products, pricing, National Accounts, promotions for MAST products and links to other important sites

3. MichelinAdXpress.com

- ▲ www.michelinadexpress.com is the AAD's source for all MAST advertising materials and POP materials
- ▲ This website contains all of the approved artwork and logos for the MAST products as well as ad modules and the ability to submit a dealer created ad for pre-approval through Channel Fusion
- ▲ Channel Fusion is the primary point-of- contact for all AAD questions regarding Co-op or AMF
- ▲ www.michelincoop.com is the AAD's resource for all information regarding Advertising Co-op and AMF balances and claims, including claim details and reimbursement history.

4. Michelin-training.net

- ▲ www.michelin-training.net is the online training resource for AADs
- ▲ Courses range from Tire Basics to specific product and segment
- ▲ Upon successful completion of each course, each participant will receive a personalized certificate suitable for display at your sales counter
- ▲ Each completed course earns points that may be used for logo merchandise and award trips.

Your MAST Area Sales Manager can be reached by:

Phone: _____ email: _____

