



# Continental GOLD

## COMPREHENSIVE MARKETING SUPPORT THAT BUILDS EXCITEMENT AND SALES

As a GOLD Standard, Select or Elite Dealer, you'll receive marketing support that includes colorful P.O.P. showroom material and indoor signage that attracts customers and helps sell more products. Also GOLD Dealers have access to Continental Tire's Showroom Program which allows Dealers to have top of the line showroom components in their dealerships.

Plus all GOLD Standard, Select and Elite dealers will have access to the Web Toolbox, your online source for Continental marketing materials. The Web Toolbox allows you to:

- Order POS, brochures and other print materials
- Download logos and tire photography
- Create ads using ADBuilder™
- And much more

## DEALER LOCATORS

As a GOLD Dealer we will list your store on CTNA's Dealer Locators, which drive incremental business by linking you to the Continental Tire and General Tire websites.

## NATIONAL PROMOTIONS

As a GOLD Dealer you will be automatically shipped all national promotional materials and gain access to the same national marketing programs as our direct dealer base. Such as Continentals RPM Program (Real Performance Motivation) which offers you the opportunity to earn valuable rewards by selling Continental and General brand tires. All GOLD dealer counter personnel are eligible for the 2008 RPM program. Continental RPM... the fastest way to the best rewards.

## GOLD DEALERS ARE ELIGIBLE FOR UHP EXPRESS SHIP

When customers demand ultra-high performance Continental tires that may not be in your inventory, you'll be able to meet their needs with UHP Express Program. For orders up to 5 units, CTNA will expedite direct delivery at no additional cost to you for the following Continental tire and General Tire marketing lines.

- Continental ContiSportContact 2
- Continental ContiSportContact 3
- Continental ContiExtremeContact
- Continental ContiProContact SSR
- Continental CrossContact UHP
- General Exclaim UHP
- General Grabber UHP

## GO FOR THE GOLD!

We think you'll agree, the 2008 CTNA GOLD Program is better than ever and is just what you need to sell even more tires in the coming year.

Get ready for the increased business this program is designed to send your way!



www.continentaltire.com



www.generaltire.com

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BP-GOLD 1/08



# Continental GOLD

RETAILER PROGRAM



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RETAILER PROGRAM

## CONTINENTAL TIRE introduces the 4 levels of GOLD in 2008

The 2008 Continental Tire North America, Inc. (CTNA) GOLD Program is a 4-tier program designed to increase dealer participation and drive more tire-buying customers to your place of business. New in 2008 the GOLD Program offers 4 unique levels of GOLD. Dealers can now choose the GOLD level that best meets the needs of your business.

Continental and General Brand tires are built to the highest standards and have earned the trust of the world's finest automobile manufacturers. The GOLD program links you, our customer, to CTNA making it easier to market and sell Continental and General brand tires.

As a GOLD Dealer, you are eligible to receive cash back on all Continental and General Tire purchases. Quarterly cash rewards will be deposited directly to your business bank account or sent to your store via check. In addition, any GOLD dealer who achieves the annual objective of the next level will be automatically upgraded and retroactively paid for all units at the higher GOLD level.

## 2008 GOLD PROGRAM

PROGRAM LEVEL	EXPRESS	STANDARD	SELECT	ELITE
YEARLY UNITS	300	700	1200	1800
<b>QUARTERLY REWARDS</b>				
	\$2.50	\$3.50	\$4.50	\$4.50
	\$1.50	\$2.50	\$3.50	\$3.50

\* GOLD REWARDS ARE EARNED ON A PER TIRE BASIS FOR TOTAL PURCHASES THROUGH YOUR APPROVED GOLD DISTRIBUTOR AND PAID QUARTERLY WHEN PROGRAM COMMITMENT IS ACHIEVED

### GOLD EXPRESS

GOLD Dealers who agree to purchase 300 units annually are eligible for GOLD Express Rewards. You receive \$2.50 for every Continental brand tire purchased and \$1.50 for every General brand tire purchased from the GOLD Distributor you select. These Quarterly Cash Rewards are passed directly to your business account or sent via check to your store.

### GOLD STANDARD

GOLD Dealers who agree to purchase 700 units annually are eligible for GOLD Standard Rewards. You receive \$3.50 for every Continental brand tire purchased and \$2.50 for every General brand tire purchased from the GOLD Distributor you select. These Quarterly Cash Rewards are passed directly to your business account or sent via check to your store. Other benefits include:

- Customized Start Up Kit
- UHP Express Program
- Training & Certification
- Customized Showroom Components
- 1 x 3 Lighted Continental Signs
- 1 x 3 Lighted General Signs
- Dealer Locator with GOLD Dealer Icon
- Access to Continental Tires Showroom Program
- Continental GOLD dealer polo shirts
- Exclusive GOLD Dealer Tire Stands
- Customized Menu Boards

### GOLD SELECT DEALERS

GOLD Dealers who agree to purchase 1,200 units annually are eligible for GOLD Select Rewards. You receive \$4.50 for every Continental brand tire purchased and \$3.50 for every General brand tire purchased from the GOLD Distributor you select. Again, these Quarterly Cash Rewards are passed directly to your business account or sent via check to your store. In addition to ALL the GOLD Standard benefits listed, GOLD Select dealers are eligible to receive at no cost 2' x 6' Continental or General exterior illuminated sign.\*

### GOLD ELITE DEALERS (1,800 UNIT MINIMUM)

GOLD Dealers who agree to purchase 1,800 units annually are eligible for GOLD Elite Rewards. You receive \$4.50 for every Continental brand tire purchased and \$3.50 for every General brand tire purchased from the GOLD Distributor you select. Again, these Quarterly Cash Rewards are passed directly to your business account or sent via check to your store. In addition to ALL the GOLD Select benefits, GOLD Elite Dealers receive an invitation for two to our Annual GOLD dealer incentive trip.

### GOLD ELITE DEALER INCENTIVE TRIP INCLUDES:

- All inclusive 4 days/3 nights stay
- Premier hotel accommodations for 2 people/1 room
- Round trip airfare for 2

