

## 2008 Continental GOLD Program



The 2007 Gold Dealer Participation Agreement ("Agreement") will automatically renew December 31, 2007 for an additional one year with the attached 2008 Gold Program Overview incorporated therein. Active GOLD Dealers in good standing and that have attained the previous year's annual objective, should renew at their current or higher level. Renewing GOLD Dealers will not be allowed to change down a level during enrollment at the beginning of the year.

GOLD Dealer Information	
GOLD Dealer account #	8 5 0
Dealer Name	
Dealer Address	
City, State, Zip	
Dealer Phone	
Contact Name	
E-mail Address	

Renewing Dealer must select their commitment level in 2008

GOLD Dealer Program Level	
GOLD Express (300 units)	
GOLD Standard (700 units)	
GOLD Select (1,200 units)	
GOLD Elite (1,800)	

GOLD Program Distributor:

\_\_\_\_\_

(Print exact name of entity)

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

GOLD Program Dealer:

\_\_\_\_\_

(Print exact name of entity)

Signature: \_\_\_\_\_

Title \_\_\_\_\_

Date: \_\_\_\_\_

Continental Tire North America, Inc. (CTNA) reserves the right to: change or cancel this program at any time; disqualify any wholesaler or dealer from the program at any time. In all matters relating to the interpretation and application of the program guidelines the decision of CTNA will be final. We reserve the right to audit all wholesaler and dealer sales and program records, including individual store locations

## 2008 Continental GOLD Program



### 2008 Continental GOLD Program Overview

2008 GOLD Program Dealer Awards				
Program Level	GOLD Express	GOLD Standard	GOLD Select	GOLD* Elite
Yearly Units	300	700	1200	1800
Min. Opening Order	25	50	100	100
Rewards Trip	N	N	N	Y*
Quarterly Cash Reward (\$/tire)				
Continental	\$2.50	\$3.50	\$4.50	\$4.50
General	\$1.50	\$2.50	\$3.50	\$3.50
Marketing Support				
Showroom Credits	n/a	200	300	300
Web tools points	n/a	200	300	300
Enrollment Reward				
POS Kit	N	Y	Y	Y
Menu Board	N	Y	Y	Y
Continental Shirts	N	Y (2)	Y (4)	Y (4)
Illuminated Sign	N	Y	Y	Y
Exterior Sign	N	N	Y	Y
GOLD Proprietary Display	N	Y	Y	Y

\*GOLD Elite Dealers (1,800 unit minimum) awards include all the benefits of GOLD Select Dealers, plus an invitation to the GOLD Dealer incentive trip.

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### GOLD Program Marketing Rewards

#### Showroom Concept Credits

The Continental showroom concept allows GOLD Dealers to have top of the line showroom components in their dealerships. As a part of your enrollment benefits GOLD Standard and GOLD Select/Elite dealers are awarded 200 and 300 points respectively. The process for dealers in good standing to earn showroom concept components is easy, GOLD Standard Dealers will earn 1 point per tire and GOLD Select/Elite Dealers will earn 2 points per tire ordered through your approved GOLD Distributor. Showroom orders can be placed online at [www.contishowroom.com](http://www.contishowroom.com)

#### Web Tool Box

The Web Toolbox is your online source for Continental and General marketing materials. You can order POS, create downloadable newspaper and flyer ads using the ADBuilder™ and download logos or tire photography. The POS and print material found on the Web Toolbox that can be ordered via a points system. GOLD Standard and Select/Elite Dealers are awarded 200 and 300 points per calendar year respectively, to order:

- Product Literature and Warranty Brochures
- OE Fitment Posters
- Customized Dealer Menu Board
- POS Material (banners, tire stands, tire centers, etc.)
- Exclusive GOLD Dealer Tire Displays
- Product Training CDs

*Access the Web Toolbox is easy!*

Visit <http://www.contitoolbox.com> and click on "Login". Enter your username (your 085 account number) and your password (your company's zip code). You will be directed to your customized GOLD Dealer welcome page.

#### RPM Program

The RPM program offers you the opportunity to earn valuable rewards by selling Continental and General branded tires. The process is fast, easy and rewarding. Visit our website @ [www.continentalrpm.com](http://www.continentalrpm.com) to register, review RPM points by market line, and to check out all the exciting items you can receive by redeeming RPM points!

ALL Gold dealer counter personnel are eligible for the 2008 RPM program. The RPM program will reward sales persons for each tire sold. Each tire sold will have a related point value, and points can be redeemed at any time for one of the many rewards. As a Gold dealer you may also be eligible for special point promotions that are offered during the program. Please call Customer Service @ **1.800.621.4112** if you need further assistance.

**"Continental RPM... the fastest way to the best rewards!"**

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## **2008 Continental GOLD Program**



### **GOLD Program Marketing Rewards**

#### **Exterior Signage**

GOLD Select/Elite Dealers are eligible to receive at no cost a 2'X6' Continental or General exterior illuminated sign. CTNA will provide installation at no cost, subject to approval. Any GOLD Dealer is eligible to lease an exterior illuminated Continental or General sign and purchase installation.

#### **Interior Double Faced Illuminated Signs**

Perfect for small window frontage or small display; these signs come completely self-contained, pre-assembled and ready to hang. New GOLD Standard/Select/Elite Dealers are entitled a 1'X3' Continental or General interior illuminated sign. Upon achieving first full quarter's quote the Dealer receives a second sign at no additional cost.

#### **Polo Shirts**

All new GOLD Standard/Select/Elite Dealers will receive Conti "GOLD" Polo shirts at no charge. GOLD Standard Dealers receive (2) polo shirts and GOLD Select/Elite Dealers receive (4) polo shirts.

### **GOLD Elite Rewards**

#### **GOLD Elite Dealers Rewards (1,800 units minimum)**

GOLD Elite awards include all the benefits of GOLD Select Dealers plus an invitation to the Annual GOLD Dealer meeting.

GOLD Elite Dealer incentive trip includes:

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

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