



**CONTINENTAL TIRE** now rewards you for selling our premium products

The 2009 GOLD program is better than ever. We kept what you love about the program; quarterly cash rewards sent directly to your business and now increased the cash rewards up to \$8.00 per tire!!! Continental and General tires are built to the highest standards, GOLD Dealers now earn higher cash rewards for selling premium products.

GOLD Dealers who agree to purchase 300 units annually are eligible for GOLD rewards. In addition to the quarterly rewards GOLD Dealers receive on all Continental and General Tire purchases, GOLD Dealers are now eligible to receive a one time volume bonus on all of your 2009 purchases.

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 will be automatically shipped all national promotions and gain access to the same marketing programs as our direct dealer base.

## 2009 GOLD PROGRAM CASH REWARDS

BRAND	MARKETING LINE	GOLD REWARD
<b>Continental</b> TIRE	ContiSportContact™ 3	\$8.00
	ContiSportContact™ 2	
	ContiExtremeContact™	
	CrossContact™ UHP	
	ContiProContact™	\$4.00
	CrossContact™ LX	
	ContiWinterContact™ Lines	
	Continental Other	
<b>GENERAL TIRE</b>	Grabber™ UHP	\$3.00
	Exclaim™ UHP	
	Altimax, RT & HP	\$2.00
	Grabber™ HTS	
	Grabber™ AT2	
	Altimax Arctic	
	General Other	\$1.00

## VOLUME BONUS

Dealers who attain their annual objective will receive a one time volume bonus payment.

Volume Bonus Schedule\*

	EXPRESS	STANDARD	SELECT	ELITE
<b>YEAR UNITS</b>	300	700	1,200	1,800
<b>PER TIRE BONUS</b>	N/A	\$.75	\$1.00	\$1.25

\*Yearly commitment can be adjusted depending on program enrollment date

## 2009 GOLD PROGRAM BENEFITS

**ALL GOLD DEALERS ARE ELIGIBLE TO RECEIVE THE FOLLOWING BENEFITS:**

- Customized Start Up Kit
- UHP Express Program
- Engage 360 online training center
- Customized showroom components
- 1x3 Lighted Continental Signs
- 1x3 Lighted General Signs
- Listing on Continental Tire and General Tire Dealer Locator website with GOLD Dealer icon
- Continental GOLD dealer polo shirts
- Access to CTNA's Showroom Program
- Access to CTNA's online POS ordering website
- RPM Program - Real Performance Motivation

## GOLD REWARDS TRIP

GOLD Dealers who purchase 1800 units annually will receive an invitation for two to our Annual GOLD Dealer incentive trip

GOLD Dealer incentive trip includes:

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



2009

## GOLD MARKETING SUPPORT

### RPM

The Continental RPM Program is one more added benefit to being a Continental Tire GOLD Dealer!

Sign up and start claiming your sales to earn points

toward valuable rewards, such as electronics, outdoor equipment, home decor, and much more! Enroll today at: [www.continentalrpm.com](http://www.continentalrpm.com) and get the most out of every qualifying Continental and General sale!



### ENGAGE 360

**ENGAGE 360**  
ONLINE TRAINING CENTER



Log on to [www.Engage360Training.com](http://www.Engage360Training.com) today for a complete 360-degree look at Continental and General Tires – Get training 24/7 on Products, Tire Basics, Tire Technology plus Real-World Selling Scenarios and much more!

- Tour the ENGAGE 360 Virtual Training Center
- Earn ENGAGE 360 Reward Points
- Become ENGAGE 360 Certified
- Redeem ENGAGE 360 Points for Great Prizes.

“The more you learn, the more you’ll earn.”

Visit [www.Engage360Training.com](http://www.Engage360Training.com) today!

### CTNA POS

GOLD Dealers gain access to [www.ctnapos.com](http://www.ctnapos.com) your online source for Continental marketing materials. CTNA POS ordering website allows you to:

- Order POS, brochures and other printed materials
- Order 1x3 Lighted Continental and General signs
- Order Continental & General Tire Showroom Components
- Order CTNA merchandise

### CTNA MEDIA

GOLD Dealers can visit [www.ctnamedia.com](http://www.ctnamedia.com) your online portal for the latest news, graphic and video. CTNA Media website gives you access to:

- Tire and vehicle images
- Press releases
- Dealer Ad Builder
- Brand logos
- PR materials for Continental Tire & General Tire

**GOLD DEALERS ARE ELIGIBLE FOR CONTINENTAL UHP EXPRESS SHIP**

When customers demand ultra-high performance tires that may not be in your inventory, you’ll be able to meet their needs with the 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 2009 CTNA GOLD Program is better than ever and is just what you need to sell even more tires in the coming year.



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