

FALKEN



FREE SERVICE WHOLESALE TIRE
2010
FALKEN TIRE ASSOCIATE DEALER PROGRAM



FreeService
Wholesale Tire Center



THE ADVANTAGES OF PARTNERSHIP



Annual Incentives Paid to you at the end of every quarter

Special Incentives throughout the year that are only good for program dealers

POP Material / Signage

Indoor Lighted Sign

Wearables that identify you as a Falken Tire Dealer



Free Service Wholesale Tire Dealer Program

What's in it for me, the independent tire dealer?

- **All Falken Brand Tires you purchase qualify for annual rebates paid to you quarterly!**
- **You qualify for special incentives throughout the year**
- **You get a “startup” Point of Purchase” kit to identify you to your customer’s as a Falken Tire Dealer**
- **You will be added to the dealer locator on Falken Tire’s website (www.falkentire.com)**
- **You will be able to get special order Falken tires faster than the competition by having special orders shipped directly to your location (special order freight charges still apply)**

What do I have to do to qualify?

- **Complete and sign the FSTC/Falken Tire Dealer Program agreement**
- **Falken and Free Service will then do a screening to assure that there is no conflict with other dealers**
- **You send in your 40 tire or more opening order**
- **Meet your quarterly objective (below)**

Falken Tire Objective		
Level	Quarterly	Annual
Level 1	75 Units	300 Units
Level 2	150 Units	600 Units
Level 3	225 Units	900 Units

Falken Tire Payouts (Paid Quarterly)	
	Branded Falken
Level 1	1%
Level 2	2%
Level 3	3%

Example

	<u>Level 1</u>	<u>Level 2</u>	<u>Level 3</u>
	Unit Objective 75 qtrly / 300 Annual	Unit Objective 150 qtrly / 600 Annual	Unit Objective 225 qtrly / 900 Annual
Falken Units	75	150	225
Cost per tire	\$70.00	\$70.00	\$70.00
Total Cost	\$5,250.00	\$10,500.00	\$15,750.00
Quarterly Rebate	\$52.50	\$210.00	\$472.50
Annual Rebate	\$210.00	\$840.00	\$1,890.00

This is based on meeting the minimum Falken unit requirement and basing the average buying price of a Falken branded tire being \$70.00 per tire.

With 260 weekdays in a year you would only have to sell 4 Falken Tires per weekday to get back \$2184.00 (based on 4 tires per day at an average cost of \$70.00 per tire), not to mention all of the other benefits of being a Falken / Free Service Wholesale Tire Associate Dealer.

“The Fine Print”

Quarterly payouts will be paid by the 10th of the 2nd month of the new quarter.

40 tire opening order has to be made on a single invoice.

Only branded Falken Tire products count as units towards annual purchases

This is an annual program paid quarterly

Dealers are required to achieve at least a level 1 quarterly objective, if a dealer does not meet the level 1 objective for 2 consecutive quarters, the dealer agreement will be reviewed and can be terminated at Free Service Tire’s discretion

Program is subject to change without notice



Dealer Agreement

Associate Dealer Information

Note: Each associate dealer location must fill out separate enrollment form.

Date: _____

Dealer Name: _____

Fed Tax ID: _____

Dealer Address: _____

Dealer Phone Number: _____

Dealer Fax Number: _____

Contact Name: _____

E-Mail Address: _____

Designated Distributor Information

Note: Only units purchased from designated Distributor will count towards your program requirements.

Designated Distributor Location _____

Your Designated Distributor Salesperson _____

Agreement / Approval

As a participating Free Service Tire / Falken Tire Associate Dealer, I agree to all terms and guidelines of the Free Service Tire / Falken Tire Associate Dealer Program. I understand that enrollment in this program can be revoked after each year if I am unable to maintain said terms and / or guidelines. I understand that Free Service Tire and/or Falken Tire have the right to change and/or revise guidelines at their discretion.

Associate Dealer Authorized Signature

Date

Printed Name

Your Dealer Start Up Kit Includes

<i>Item</i>	<i>Qty</i>
DATA BOOK	10
BROCHURE - FULL LINE PCR	25
BROCHURE- FULL LINE TRK	25
TIRE STACKER BLUE WITH FALKEN LOGO	1
BANNERS 2' X 8' BLUE WITH FALKEN LOGO	1
PENNANTS BLUE FLAGS WITH FALKEN LOGO	2
PLASTIC TIRE STANDS BLUE WITH WHITE LOGO	2
TIRE CENTER (ZE 912)	1
TIRE CENTER (S/TZ04 18")	1
TIRE CENTER (S/TZ 01 & 04 24")	1
FLEX FIT HAT M/Lg. (BLACK W/THE FALKEN LOGO)	2
FLEX FIT HAT L/XL (BLACK W/THE FALKEN LOGO)	2
MEN'S T-SHIRT X-LARGE	2
MEN'S T-SHIRT LARGE	2
PENS (CLEAR BARREL/BLUE LOGO)	12
TIRE AIR PRESSURE GAUGE CHROME WITH BLUE LOGO	2
TREAD DEPTH GAUGE CHROME WITH BLUE LOGO	2
CARABINER (KEY CHAIN) BLUE WITH LOGO	2
COFFEE MUGS 16 OZ. WHITE CERAMIC WITH BLUE LOGO	2
INDOOR SIGN 12" x 37" INDOOR DOUBLE FACE SIGN	WHEN APPLICABLE