

**FreeService**  
Wholesale Tire Center

**2010**

# ASSOCIATE DEALER PROGRAM

**HANKOOK TIRE & FREE SERVICE TIRE, NO MATTER WHAT YOU DRIVE**



 **Hankook**  
*driving emotion*

# 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

Exterior Lighted Sign

(at 600 units in a calendar year)



## **Free Service Wholesale Tire Dealer Program**

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

- **All Hankook Brand Tires (714's excluded) 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 Hankook Tire Dealer**
- **Exterior lighted sign when you purchase 600 units in a calendar year**

## What do I have to do to qualify?

- **Complete and sign the FSTC/Hankook Dealer Program agreement**
- **Free Service Tire Company will then review the application and either approve or deny the application.**
- **You send in your 40 tire or more opening order**
- **Meet your quarterly objective (below)**
- **Sell Hankook Tires!**

<b>Hankook Tire Objective</b>		
<b>Level</b>	<b>Quarterly</b>	<b>Annual</b>
<b>Level 1</b>	<b>75 Units</b>	<b>300 Units</b>
<b>Level 2</b>	<b>150 Units</b>	<b>600 Units</b>
<b>Level 3</b>	<b>225 Units</b>	<b>900 Units</b>

<b>Hankook Tire Payouts (Paid Quarterly)</b>	
	<b>Branded Hankook</b>
<b>Level 1</b>	<b>1%</b>
<b>Level 2</b>	<b>2%</b>
<b>Level 3</b>	<b>3%</b>

# Example

	<u>Level 1</u>	<u>Level 2</u>	<u>Level 3</u>
	Unit Objective	Unit Objective	Unit Objective
	75 qtrly / 300 Annual	150 qtrly / 600 Annual	225 qtrly / 900 Annual
Hankook 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 Hankook unit requirement and basing the average buying price of a Hankook branded (714's excluded) tire being \$70.00 per tire.**

**With 260 weekdays in a year you would only have to sell 4 Hankook 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 Hankook / Free Service Wholesale Tire Associate Dealer.**

## **“The Fine Print”**

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**Quarterly payouts will be paid by the 10<sup>th</sup> of the 2<sup>nd</sup> month of the new quarter.**

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

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**Only branded Hankook products count as units towards annual purchases (Hankook 714's are not considered Hankook branded tires so they do not count towards rebates, however, they do count as units towards your unit commitment)**

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**This is an annual program paid quarterly**

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**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**

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**Program is subject to change without notice**

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# 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 Associate Dealer, I agree to all terms and guidelines of the Free Service 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 has the right to change and/or revise guidelines at their discretion.

\_\_\_\_\_  
Associate Dealer Authorized Signature

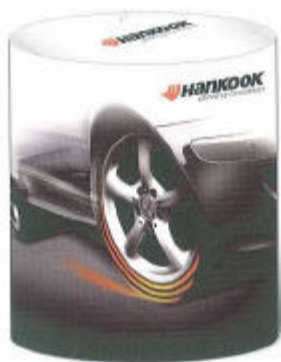
\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

## Your Dealer Start Up Kit Includes

- 1 – Indoor lighted sign (item # D1001)
- 1 – Hankook banner (item # D30001DW)
- 1 – “Ad Maker” CD (item # A9107)
- 2 – Hankook Tire Stands (item # D1001)
- 2 – Hankook Tire Inserts (item # D6001HS)
- 1 – Hankook Display Rack (item # D4002)
- 1 – Hankook Brochures (item # P1202)
- 1 – Hankook Brochures (item # L1202)
- 1 – Hankook Brochures (item # M1202)
- 1 – Exterior lighted sign when you sell 600 branded Hankook Tires in a calendar year
- 2 – Hankook baseball caps
- 2 – Hankook Polo type shirts

**Tire Cover**



# D6002

**Wheel Insert**





**Illuminated Sign # D5001**

Attract customer's attention before they buy with this heavy-duty Hankook logo sign. Weight : 8 lbs.  
Size : 37"(w) x 12"(h) x 10" (d)



**Brochure Stand # D4001**

Get the message out to your customers about Hankook quality with this sturdy plexi brochure stand. Color: White / Size : Holds 8 1/2 x 11" brochures



**Mailer Stand # D4002**

Display the full line of mailer brochures in this practical mailer stand. They'll recognize the Hankook name at once.  
Color: White / Size : Holds 3 1/4 x 6" brochures



**Dealer Information Binder # D7001**

Keep yourself organized with the Dealer Information Binder. Three-ring vinyl binder holds all Hankook product information such as Product Line Guide, Tire Catalog, Dealer price Guide and products sheets.  
Size : 2" ring



**AD Maker CD # A9107**

Your key to the entire Hankook line of high performance, passenger, medium, and light truck and winter radial tires. Hankook tire images sold in the U.S. for advertising and marketing purposes, plus radio scripts and PDFs of ADs. A tremendous resource for every successful Hankook dealer.



**Truck Tire Stand # D1002**

Made of metal for heavy weighted Truck Tire. Rectangular shape. Heavy 3/8" wire legs are inserted into panel & bolted together.  
Panel size: 16"(w)x9"(h) (depth adjustable)



**Passenger Tire Stand # D1001**

Plastic plain black tire stands for passenger tires.  
Panel size: 13"x8" (depth adjustable)

