



# WHAT YOU NEED TO KNOW ABOUT COOPER® MEDALLION STARTING JANUARY 1<sup>ST</sup> 2018

Starting on January 1<sup>st</sup>, 2018 you'll notice some changes to the Cooper Medallion program offering you increased payout opportunities, additional eligible tire models and adjustments to the number of eligible tires required for some levels. **Here are the details:**

## I. ENJOY HIGHER PAYOUTS FOR ALL TIRE PURCHASES

You may be able to earn more all year long whenever you purchase any Qualifying Tires or Winter Tires depending on what level you are in. Check the chart below to see how payouts have changed for your level:

<b>EMERALD</b>	<b>\$1.25</b> more than 2017!
<b>DIAMOND</b>	<b>\$1.00</b> more than 2017!

<b>\$8.00 total</b> \$5.00 for qualifying tires + \$3.00 level bonus • \$3.00 per Winter tire purchased
<b>\$6.75 total</b> \$4.50 for qualifying tires + \$2.25 level bonus • \$2.50 per Winter tire purchased

<b>PLATINUM</b>	<b>\$1.00</b> more than 2017!
<b>SAPPHIRE</b>	<b>\$0.50</b> more than 2017!
<b>GOLD</b>	<b>\$0.25</b> more than 2017!

<b>\$5.75 total</b> \$4.00 for qualifying tires + \$1.75 level bonus • \$2.25 per Winter tire purchased
<b>\$4.75 total</b> \$3.50 for qualifying tires + \$1.25 level bonus • \$2.00 per Winter tire purchased
<b>\$3.50 total</b> \$3.50 for qualifying tires • \$1.75 per Winter tire purchased

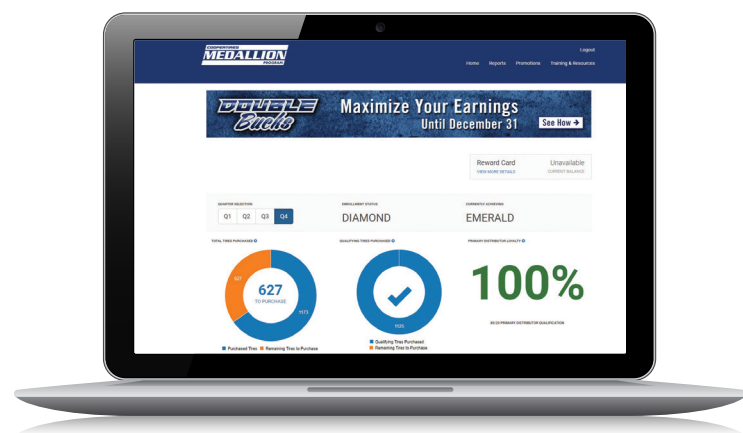
## 2. QUALIFY MORE EASILY WITH ADJUSTED LEVEL REQUIREMENTS

We've adjusted the program's levels and raised payouts to match. This ensures you **won't go backwards in total earnings** for buying the same amount of tires - while giving you greater potential to earn more.

## 3. MAKE MORE PURCHASES COUNT WITH NEW QUALIFYING TIRES

We're adding even more qualifying tires to help make it easier for you to earn as you buy. Three of our new tire lines launching in 2018 will qualify for the Cooper Medallion Program!

Visit **CooperMedallion.com** to view our program brochure, and a complete list of 2018 Qualifying Tires starting in January 2018.



	UNIT REQUIREMENTS
<b>GOLD</b>	300–799 <b>*easier access*</b>
<b>SAPPHIRE</b>	800–1799
<b>PLATINUM</b>	1800–2799
<b>DIAMOND</b>	2800–3999
<b>EMERALD</b>	4000+

NEW QUALIFYING TIRES
<input type="checkbox"/> Cooper Evolution Winter™*
<input type="checkbox"/> Cooper Evolution Tour™
<input type="checkbox"/> Discoverer True North™*

\*Paid at a winter tire rate.

## 4. SIMPLER PARTICIPATION WITH OUR ENHANCED ONLINE EXPERIENCE AT COOPERMEDALLION.COM

- **No re-registration:** If you participated in the program in 2017 you are automatically registered for the program in 2018! No need to re-register.
- **Accessible Sales Information:** Your 2018 sales data will be available starting January 18<sup>th</sup>, 2018 so you can make sure your purchases are helping you earn as much as possible, right out of the gate.
- **Upgraded Reporting:** Pull reports quicker, and easier than ever before.
- **Information at your Fingertips:** Get the latest and greatest promotional information.

**CooperMedallion.com** – your number one resource for information on the Cooper Medallion Program