



Certified Associate Dealer Program 2016 Enhancements

Firestone Agricultural Solutions is pleased to announce enhancements to our Certified Associate Dealer program as part of our continued commitment to our dealer network.

To reward our Certified Associate Dealers ongoing support of the Firestone brand, we are offering a volume bonus payment to our Certified Associate Dealers for purchases of Firestone brand Agricultural and Forestry tires made between March 1, 2016 and December 31, 2016.

The volume bonus payment will be the total Firestone brand Agricultural & Forestry tire purchases through your designated Certified Direct Dealer during the program period multiplied by the bonus payment percentage set forth in the following schedule:

Purchases (3/1/16 – 12/31/16)	Bonus Payment %
\$25,000 – \$50,000	1%
\$50,001 – \$70,000	1.5%
\$70,001 – \$95,000	2%
\$95,001 – \$120,000	2.5%
\$120,001+	3% (\$5,000 max)

For example: if a Certified Associate Dealer purchases \$80,000 of eligible tires during the program period, the volume bonus payment would equal \$1,600 (total purchases \$80,000) x applicable percentage (2%).

Payments will be made to eligible Certified Associate Dealers in January 2017. The maximum payment that Firestone Agricultural Solutions will make under this program is \$5,000.

This new volume bonus is in addition to the existing benefits of our Certified Associate Dealer program:

- Sales and product training, including Firestone University
- Building signage
- Dealer locator listing on firestoneag.com
- Retail marketing programs and materials
- Access to online dealer support site
- Technical support

Terms and Conditions

1. The Certified Associate Dealer volume bonus program is effective March 1, 2016 and will apply to purchases made between March 1, 2016 and December 31, 2016.
2. Purchases will be tracked and reported to Firestone Agricultural Solutions by the Certified Associate Dealers' designated Certified Direct Dealer. Certified Direct Dealers are responsible for uploading monthly sales data for each Certified Associate Dealer. Each Certified Associate Dealer should work directly with its Certified Direct Dealer to ensure that all purchases are reported to Firestone Agricultural Solutions. Firestone Agricultural Solutions is not responsible and disclaims all liability for any purchases that are not accurately reported by a Certified Direct Dealer. Firestone Agricultural Solutions reserves the right to request an audit from the Certified Direct Dealer.
3. Only Independent Certified Associate Dealers are eligible to participate. Certified Associate Dealer locations that are owned by a Certified Direct Dealer will not be eligible for the volume bonus payment.
4. This program is offered only to Firestone Independent Certified Associate Dealers located in the United States.
5. To be included in the volume bonus, purchases must be made through the Certified Associate Dealers' designated Certified Direct Dealer.
6. Only purchases of Firestone Brand Agricultural and Forestry tires are eligible for calculation of a Certified Associate Dealers' purchases. Purchases of Firestone Agricultural Tracks, Bridgestone and Regency brand tires are specifically excluded from the program.
7. The volume bonus payment for 2016 purchases will be issued in the month of January 2017. Certified Associate Dealers' must submit a W-9 form in order to receive payment. Payment will be issued in the form of a check directly to the Certified Associate Dealer. Any non-incorporated Certified Associate Dealers' with a payout of more than \$600.00 will be issued a 1099 form.
8. The maximum volume bonus payment under the program will be will be \$5,000.
9. If a Certified Associate Dealer ceases to be a Firestone Certified Associate Dealer for any reason prior to December 31, 2016, no volume bonus payment will be made to such Certified Associate Dealer.
10. Firestone Agricultural Solutions reserves the right to cancel or modify the terms and conditions of this program at its sole discretion at any time.