BUY MORE, EARN MORE WITH COOPER® MEDALLION



COOPER TIRES | MEDALLION™ Program

2025 PROGRAM BROCHURE

CooperMedallion.com

COOPER TIRES

MEDALLION™
Program

BUY MORE, EARN MORE WITH COOPER MEDALLION

The Cooper® Medallion Program will continue to provide you with the same value you have come to rely on us for, but with a NEW simplified earning structure. Now, the Base Payment has been increased to include the Tier Bonus, meaning it's quick and easy for you to see how much you can earn in the program since it's all included together in a single Base Payment amount - allowing you to focus on purchasing the tires that you need, and continue to maximize your earnings!

Here's to our strongest year of partnership with you yet!

Sincerely,

Jack Powers

Jack Powers
National Program Manager, Goodyear

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COOPER TIRES | MEDALLION™ Program

WELCOME TO THE COOPER® MEDALLION PROGRAM

THE PROGRAM THAT PAYS YOU FOR PURCHASING COOPER TIRES

You'll earn for ***every Preferred Tire that you buy*** (see page 8 for more details), and get paid based on the Medallion Tier that you've enrolled in – there's no limit to how much you can earn!

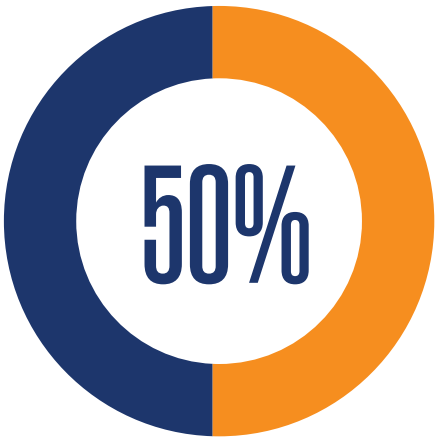
Take advantage of our program perks and special promotions to maximize your earnings and grow your business. Then, track your progress at **CooperMedallion.com** with your personalized, easy-to-use dashboard.

Welcome to the 2025 Cooper Medallion Program!

TO ACHIEVE YOUR MEDALLION TIER

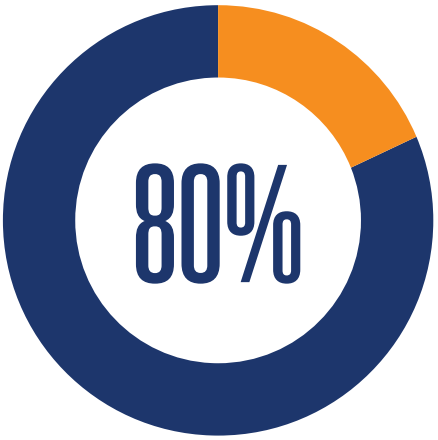
MEET ALL THREE PROGRAM REQUIREMENTS:

PREFERRED TIRE PURCHASES



At least 50% of Quarterly Tier Requirement must be Preferred Tires*

PRIMARY DISTRIBUTOR LOYALTY*



At least 80% of Total Tire purchases must be from Primary Distributor+

TOTAL TIRE PURCHASES



Must equal or exceed the required number of Total Tire purchases for your Medallion Tier

* As noted by Program Details
+ There is an 80/20 Rule: when a dealer has Secondary Distributor(s) selected, a dealer cannot purchase more than 20% of their total purchases from the Secondary Distributor(s). Dealers must have 80% or more of their total purchases from the Primary Distributor to receive their Medallion payout. You can see your Primary Distributor Loyalty on the home page of the Program Website (CooperMedallion.com).

GETTING PAID

TWO WAYS TO GET YOUR MONEY

When you enroll you will get to select one of two payment options.

RELOADABLE CARD

Get paid on a convenient reloadable debit card. By selecting reloadable card your funds will be issued to the dealer principal owner. Your card will be sent to you after you enroll and you qualify for your first quarterly earnings. Please allow approximately 7-10 business days to receive your card in the mail. Please ensure the mailing address that we have for you is correct so you can receive your card without delay. After you receive your card, you will continue to receive future quarterly earnings on the same convenient card.

WHY A RELOADABLE CARD?

- **Automatically reloadable:** We'll load your card for you each and every quarter
- **Flexibility:** Use it anywhere credit or debit cards are accepted – including online!
- **Control:** You can transfer funds from your card directly to your bank account anytime.

DIRECT DEPOSIT

Get access to your funds quickly with direct deposit. By selecting direct deposit your funds will be issued to you as a business. You will need to provide us with your business bank account information as part of the enrollment process, if you select this option.

PAYMENT SCHEDULE

We know that getting access to the money that you have earned is important. You will receive your taxable earnings from us every quarter throughout the year for the funds that you have earned in the previous quarter.

Please Note: Although payments for your Dealer Elite earnings will be made separately from your standard Cooper Medallion payments, you will still receive your payment through the method you have chosen previously, either by reloadable card or direct deposit.

GOODYEAR G3XPRESS | COOPER TIRES MEDALLION™ Program

DEALER ELITE

EARN A LOYALTY BONUS

To ensure that our loyal dealers benefit the most, we've developed Dealer Elite. A premium program to reward dealers with a Loyalty Bonus when they successfully participate in Cooper Medallion and Goodyear G3X.

GETTING REWARDED WITH DEALER ELITE*

- Participate in Cooper Medallion and Goodyear G3X
- Achieve your Medallion Tier for the quarter
- Be at least Tier 3 compliant in Goodyear G3X
- Must maintain prior year volume or grow. New dealers must be compliant to Tier 1 for each location.
- Get paid a Loyalty Bonus at year-end by Goodyear G3X for every eligible tire purchased, according to the chart below

LOYALTY BONUS FOR EVERY ELIGIBLE TIRE PURCHASED

Goodyear G3X Tire
TIER 10: $4.00
TIER 9: $4.00
TIER 8: $4.00
TIER 7: $3.00
TIER 6: $3.00
TIER 5: $3.00
TIER 4: $2.00
TIER 3: $2.00

Cooper Medallion Tire
TIER 5: $2.50
TIER 4: $2.00
TIER 3: $1.50
TIER 2: $1.00
TIER 1: $0.50

*Dealers meeting the above eligibility requirements will automatically receive their applicable Elite Bonus. No additional program enrollment is required.

HOW TO EARN

PAYMENT AMOUNTS:

	TOTAL TIRE REQUIREMENT		PREFERRED TIRES			
			CORE TIRES	BASE TIRES	WINTER TIRES	STANDARD TIRES
			$$	$		
			Base Payment	Base Payment	Base Payment	No payout for Standard Tires
TIER 5	Annual Total Tires 4,000 (2,000 of which must be Preferred Tires)	Quarterly Total Tires 1,000 (500 of which must be Preferred Tires)	$12.00	$9.50	$5.00	Purchases count towards Total Tires.
TIER 4	Annual Total Tires 2,400 (1,200 of which must be Preferred Tires)	Quarterly Total Tires 600 (300 of which must be Preferred Tires)	$10.50	$8.50	$4.00	
TIER 3	Annual Total Tires 1,600 (800 of which must be Preferred Tires)	Quarterly Total Tires 400 (200 of which must be Preferred Tires)	$9.50	$7.00	$3.00	
TIER 2	Annual Total Tires 800 (400 of which must be Preferred Tires)	Quarterly Total Tires 200 (100 of which must be Preferred Tires)	$8.50	$6.00	$2.50	
TIER 1	Annual Total Tires 300 (150 of which must be Preferred Tires)	Quarterly Total Tires 75 (38 of which must be Preferred Tires)	$6.00	$4.50	$2.00	

Note: The Base Payment has been increased to include the Tier Bonus, meaning it's quick and easy for you to see how much you can earn in the program since it's all included together in a single Base Payment amount.

HOW TO EARN

THE COOPER® MEDALLION TIRE GROUPS:

PREFERRED TIRES

CORE TIRES

$$

- Cobra Instinct®
- Discoverer CrossRange
- Discoverer CrossRange NRT
- Discoverer® EnduraMax®
- Discoverer® HT3
- Discoverer® Road+Trail® AT
- Discoverer® Rugged Trek®
- Discoverer® Rugged Trek® LT
- Discoverer® S/T MAXX
- Discoverer® Stronghold® AT
- Discoverer® STT Pro
- ProControl®

BASE TIRES

$

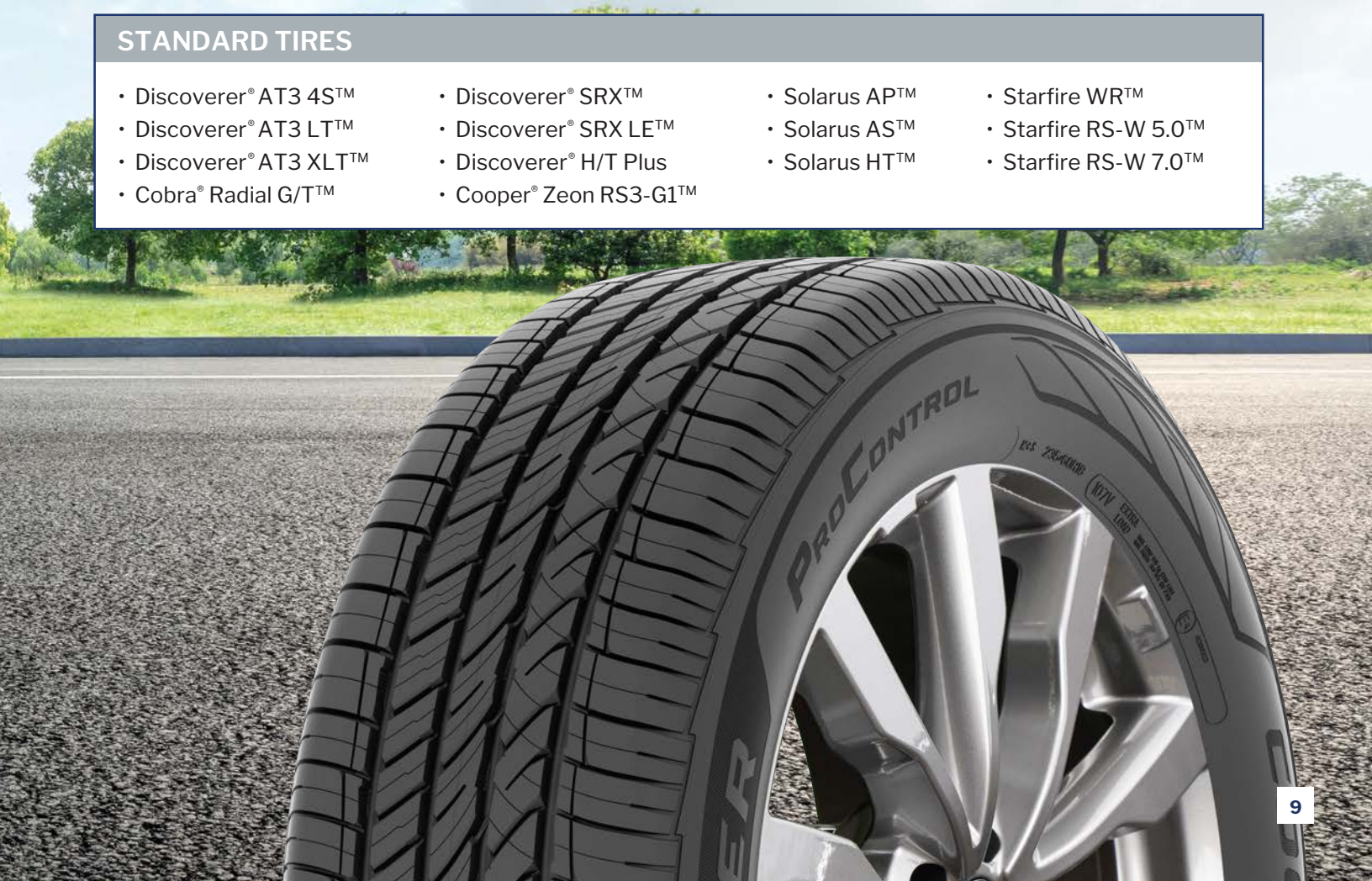
- Evolution® M/T
- Endeavor®
- Endeavor Plus®

WINTER TIRES

- Discoverer® Snow Claw®
- Discoverer® Snow Claw® LT
- Discoverer® True North
- Evolution® Winter

STANDARD TIRES

- Discoverer® AT3 4S™
- Discoverer® AT3 LT™
- Discoverer® AT3 XLT™
- Cobra® Radial G/T™
- Discoverer® SRX™
- Discoverer® SRX LE™
- Discoverer® H/T Plus
- Cooper® Zeon RS3-G1™
- Solarus AP™
- Solarus AS™
- Solarus HT™
- Starfire WR™
- Starfire RS-W 5.0™
- Starfire RS-W 7.0™



ELIGIBLE TIRES:

TIER 5

4,000 TOTAL ANNUAL TIRES

1,000 TOTAL QUARTERLY TIRES

At least 50% of which must be Preferred Tires

PREFERRED TIRES

Get paid for Preferred Tire purchases! At least **50%** of quarterly tier requirement must be Preferred Tires.

- Earn Preferred Tire payout
- Purchases count towards your Total Tires

CORE TIRES

$$  $12.00 Discoverer® Stronghold® AT	$$  $12.00 ProControl®	$$  $12.00 Discoverer® Road+Trail® AT
$$  $12.00 Discoverer® EnduraMax®	$$  $12.00 Discoverer® HT3	$$  $12.00 Discoverer® STT Pro
$$  $12.00 Discoverer® Rugged Trek®	$$  $12.00 Discoverer® Rugged Trek® LT	$$  $12.00 Discoverer® S/T Maxx
$$  $12.00 Cobra Instinct®	$$ *COMING SOON!* $12.00 Discoverer CrossRange	$$ *COMING SOON!* $12.00 Discoverer CrossRange NRT

ELIGIBLE TIRES:

TIER 5

4,000 TOTAL ANNUAL TIRES

1,000 TOTAL QUARTERLY TIRES

At least 50% of which must be Preferred Tires

PREFERRED TIRES

Get paid for Preferred Tire purchases! At least **50%** of quarterly tier requirement must be Preferred Tires.

Earn Preferred Tire payout

Purchases count towards your Total Tires

BASE TIRES



$9.50

Evolution® M/T



$9.50

Endeavor®



$9.50

Endeavor Plus®

WINTER TIRES



$5.00

Discoverer® Snow Claw®



$5.00

Discoverer® Snow Claw® LT



$5.00

Discoverer® True North



$5.00

Evolution® Winter

STANDARD TIRES

Purchases count towards your Total Tires

- Discoverer® AT3 4S™
- Discoverer® AT3 LT™
- Discoverer® AT3 XLT™
- Cobra® Radial G/T™
- Discoverer® SRX™
- Discoverer® SRX LE™
- Discoverer® H/T Plus
- Cooper® Zeon RS3-G1™
- Solarus AP™
- Solarus AS™
- Solarus HT™
- Starfire WR™
- Starfire RS-W 5.0™
- Starfire RS-W 7.0™

ELIGIBLE TIRES:

TIER 4

2,400 TOTAL ANNUAL TIRES

600 TOTAL QUARTERLY TIRES

At least 50% of which must be Preferred Tires

PREFERRED TIRES

Get paid for Preferred Tire purchases! At least **50%** of quarterly tier requirement must be Preferred Tires.

- Earn Preferred Tire payout
- Purchases count towards your Total Tires

CORE TIRES

$$  $10.50 Discoverer® Stronghold® AT	$$  $10.50 ProControl®	$$  $10.50 Discoverer® Road+Trail® AT
$$  $10.50 Discoverer® EnduraMax®	$$  $10.50 Discoverer® HT3	$$  $10.50 Discoverer® STT Pro
$$  $10.50 Discoverer® Rugged Trek®	$$  $10.50 Discoverer® Rugged Trek® LT	$$  $10.50 Discoverer® S/T Maxx
$$  $10.50 Cobra Instinct®	$$ *COMING SOON!* $10.50 Discoverer CrossRange	$$ *COMING SOON!* $10.50 Discoverer CrossRange NRT

ELIGIBLE TIRES:

TIER 4

2,400 TOTAL ANNUAL TIRES

600 TOTAL QUARTERLY TIRES

At least 50% of which must be Preferred Tires

PREFERRED TIRES

Get paid for Preferred Tire purchases! At least **50%** of quarterly tier requirement must be Preferred Tires.

Earn Preferred Tire payout

Purchases count towards your Total Tires

BASE TIRES



$8.50

Evolution® M/T



$8.50

Endeavor®



$8.50

Endeavor Plus®

WINTER TIRES



$4.00

Discoverer® Snow Claw®



$4.00

Discoverer® Snow Claw® LT



$4.00

Discoverer® True North



$4.00

Evolution® Winter

STANDARD TIRES

Purchases count towards your Total Tires

- Discoverer® AT3 4S™
- Discoverer® AT3 LT™
- Discoverer® AT3 XLT™
- Cobra® Radial G/T™
- Discoverer® SRX™
- Discoverer® SRX LE™
- Discoverer® H/T Plus
- Cooper® Zeon RS3-G1™
- Solarus AP™
- Solarus AS™
- Solarus HT™
- Starfire WR™
- Starfire RS-W 5.0™
- Starfire RS-W 7.0™

ELIGIBLE TIRES:

TIER 3

1,600 TOTAL ANNUAL TIRES

400 TOTAL QUARTERLY TIRES

At least 50% of which must be Preferred Tires

PREFERRED TIRES

Get paid for Preferred Tire purchases! At least **50%** of quarterly tier requirement must be Preferred Tires.

- Earn Preferred Tire payout
- Purchases count towards your Total Tires

CORE TIRES

$$  $9.50 Discoverer® Stronghold® AT	$$  $9.50 ProControl®	$$  $9.50 Discoverer® Road+Trail® AT
$$  $9.50 Discoverer® EnduraMax®	$$  $9.50 Discoverer® HT3	$$  $9.50 Discoverer® STT Pro
$$  $9.50 Discoverer® Rugged Trek®	$$  $9.50 Discoverer® Rugged Trek® LT	$$  $9.50 Discoverer® S/T Maxx
$$  $9.50 Cobra Instinct®	$$ *COMING SOON!* $9.50 Discoverer CrossRange	$$ *COMING SOON!* $9.50 Discoverer CrossRange NRT

ELIGIBLE TIRES:

TIER 3

1,600 TOTAL ANNUAL TIRES

400 TOTAL QUARTERLY TIRES

At least 50% of which must be Preferred Tires

PREFERRED TIRES

Get paid for Preferred Tire purchases! At least **50%** of quarterly tier requirement must be Preferred Tires.

Earn Preferred Tire payout

Purchases count towards your Total Tires

BASE TIRES



$7.00

Evolution® M/T



$7.00

Endeavor®



$7.00

Endeavor Plus®

WINTER TIRES



$3.00

Discoverer® Snow Claw®



$3.00

Discoverer® Snow Claw® LT



$3.00

Discoverer® True North



$3.00

Evolution® Winter

STANDARD TIRES

Purchases count towards your Total Tires

- Discoverer® AT3 4S™
- Discoverer® AT3 LT™
- Discoverer® AT3 XLT™
- Cobra® Radial G/T™
- Discoverer® SRX™
- Discoverer® SRX LE™
- Discoverer® H/T Plus
- Cooper® Zeon RS3-G1™
- Solarus AP™
- Solarus AS™
- Solarus HT™
- Starfire WR™
- Starfire RS-W 5.0™
- Starfire RS-W 7.0™

ELIGIBLE TIRES:

TIER 2

800 TOTAL ANNUAL TIRES

200 TOTAL QUARTERLY TIRES

At least 50% of which must be Preferred Tires

PREFERRED TIRES

Get paid for Preferred Tire purchases! At least **50%** of quarterly tier requirement must be Preferred Tires.

- Earn Preferred Tire payout
- Purchases count towards your Total Tires

CORE TIRES

$$  $8.50 Discoverer® Stronghold® AT	$$  $8.50 ProControl®	$$  $8.50 Discoverer® Road+Trail® AT
$$  $8.50 Discoverer® EnduraMax®	$$  $8.50 Discoverer® HT3	$$  $8.50 Discoverer® STT Pro
$$  $8.50 Discoverer® Rugged Trek®	$$  $8.50 Discoverer® Rugged Trek® LT	$$  $8.50 Discoverer® S/T Maxx
$$  $8.50 Cobra Instinct®	$$ *COMING SOON!* $8.50 Discoverer CrossRange	$$ *COMING SOON!* $8.50 Discoverer CrossRange NRT

ELIGIBLE TIRES:

TIER 2

800 TOTAL ANNUAL TIRES

200 TOTAL QUARTERLY TIRES

At least 50% of which must be Preferred Tires

PREFERRED TIRES

Get paid for Preferred Tire purchases! At least **50%** of quarterly tier requirement must be Preferred Tires.

Earn Preferred Tire payout

Purchases count towards your Total Tires

BASE TIRES



$6.00

Evolution® M/T



$6.00

Endeavor®



$6.00

Endeavor Plus®

WINTER TIRES



$2.50

Discoverer® Snow Claw®



$2.50

Discoverer® Snow Claw® LT



$2.50

Discoverer® True North



$2.50

Evolution® Winter

STANDARD TIRES

Purchases count towards your Total Tires

- Discoverer® AT3 4S™
- Discoverer® AT3 LT™
- Discoverer® AT3 XLT™
- Cobra® Radial G/T™
- Discoverer® SRX™
- Discoverer® SRX LE™
- Discoverer® H/T Plus
- Cooper® Zeon RS3-G1™
- Solarus AP™
- Solarus AS™
- Solarus HT™
- Starfire WR™
- Starfire RS-W 5.0™
- Starfire RS-W 7.0™

ELIGIBLE TIRES:

TIER 1

300 TOTAL ANNUAL TIRES

75 TOTAL QUARTERLY TIRES

At least 50% of which must be Preferred Tires

PREFERRED TIRES

Get paid for Preferred Tire purchases! At least **50%** of quarterly tier requirement must be Preferred Tires.

- Earn Preferred Tire payout
- Purchases count towards your Total Tires

CORE TIRES

$$  $6.00 Discoverer® Stronghold® AT	$$  $6.00 ProControl®	$$  $6.00 Discoverer® Road+Trail® AT
$$  $6.00 Discoverer® EnduraMax®	$$  $6.00 Discoverer® HT3	$$  $6.00 Discoverer® STT Pro
$$  $6.00 Discoverer® Rugged Trek®	$$  $6.00 Discoverer® Rugged Trek® LT	$$  $6.00 Discoverer® S/T Maxx
$$  $6.00 Cobra Instinct®	$$ *COMING SOON!* $6.00 Discoverer CrossRange	$$ *COMING SOON!* $6.00 Discoverer CrossRange NRT

ELIGIBLE TIERS:

TIER 1

300 TOTAL ANNUAL TIRES

75 TOTAL QUARTERLY TIRES

At least 50% of which must be Preferred Tires

PREFERRED TIRES

Get paid for Preferred Tire purchases! At least **50%** of quarterly tier requirement must be Preferred Tires.

Earn Preferred Tire payout

Purchases count towards your Total Tires

BASE TIRES



$4.50

Evolution® M/T



$4.50

Endeavor®



$4.50

Endeavor Plus®

WINTER TIRES



$2.00

Discoverer® Snow Claw®



$2.00

Discoverer® Snow Claw® LT



$2.00

Discoverer® True North



$2.00

Evolution® Winter

STANDARD TIRES

Purchases count towards your Total Tires

- Discoverer® AT3 4S™
- Discoverer® AT3 LT™
- Discoverer® AT3 XLT™
- Cobra® Radial G/T™
- Discoverer® SRX™
- Discoverer® SRX LE™
- Discoverer® H/T Plus
- Cooper® Zeon RS3-G1™
- Solarus AP™
- Solarus AS™
- Solarus HT™
- Starfire WR™
- Starfire RS-W 5.0™
- Starfire RS-W 7.0™

COOPER TIRES | MEDALLION™ Program

TAKE YOUR PERFORMANCE TO THE NEXT LEVEL

COOPERMEDALLION.COM

The Cooper® Medallion program website allows you to see your performance in the program. With quick-reference dashboards, promotional information, and full program details, designed to **give you the edge** against the competition and help you **earn as much as possible**.

PERFORMANCE DASHBOARDS

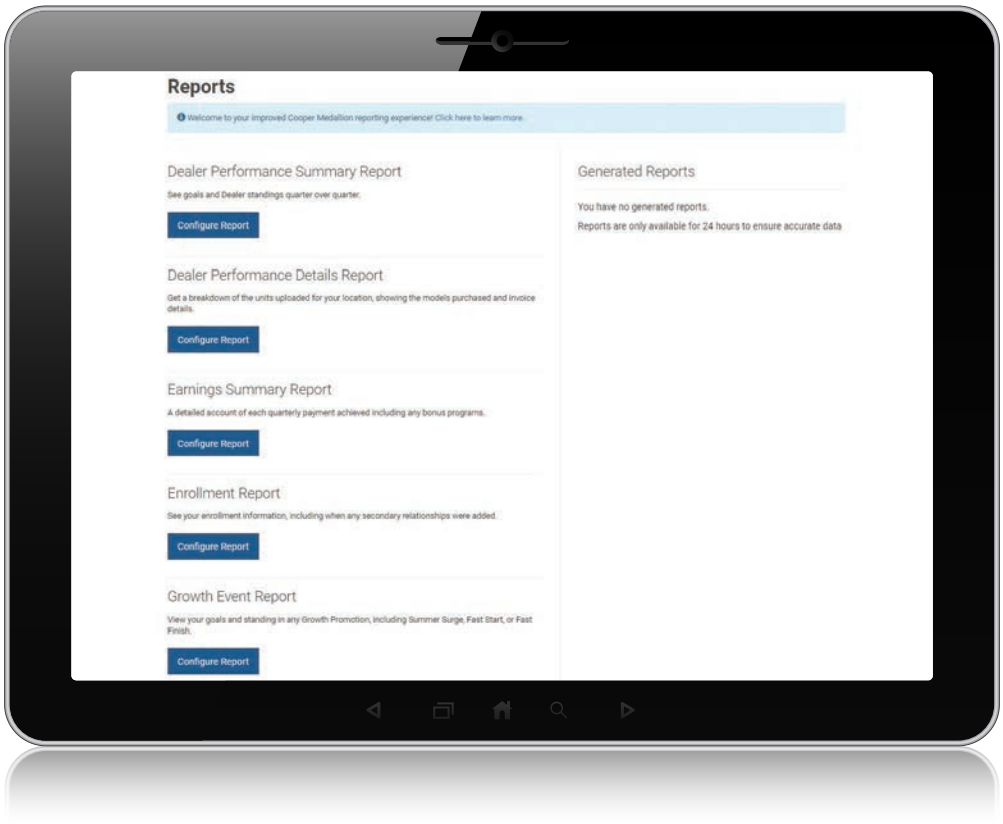
See how many tires you have sold, how many are Preferred Tires, and what your Primary Distributor loyalty is. Whenever there is a promotion running you can find a special "Promotional Dashboard" on your **Homepage** as well, which will show you how close you are to meeting the requirements of that promotion, so you can make informed purchase decisions to ensure you've met all program requirements by the end of the quarter.

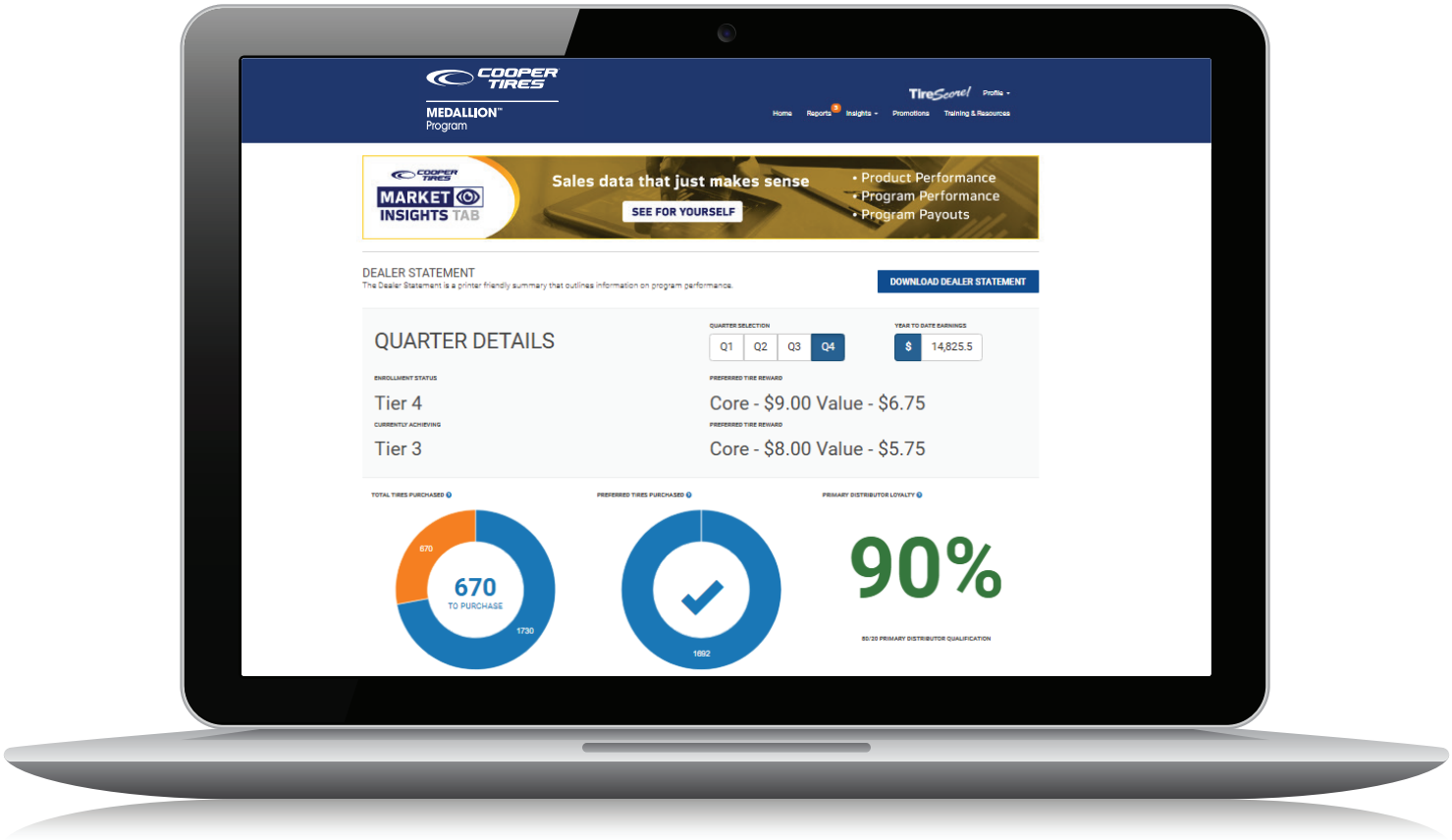
CURRENT PROMOTIONS

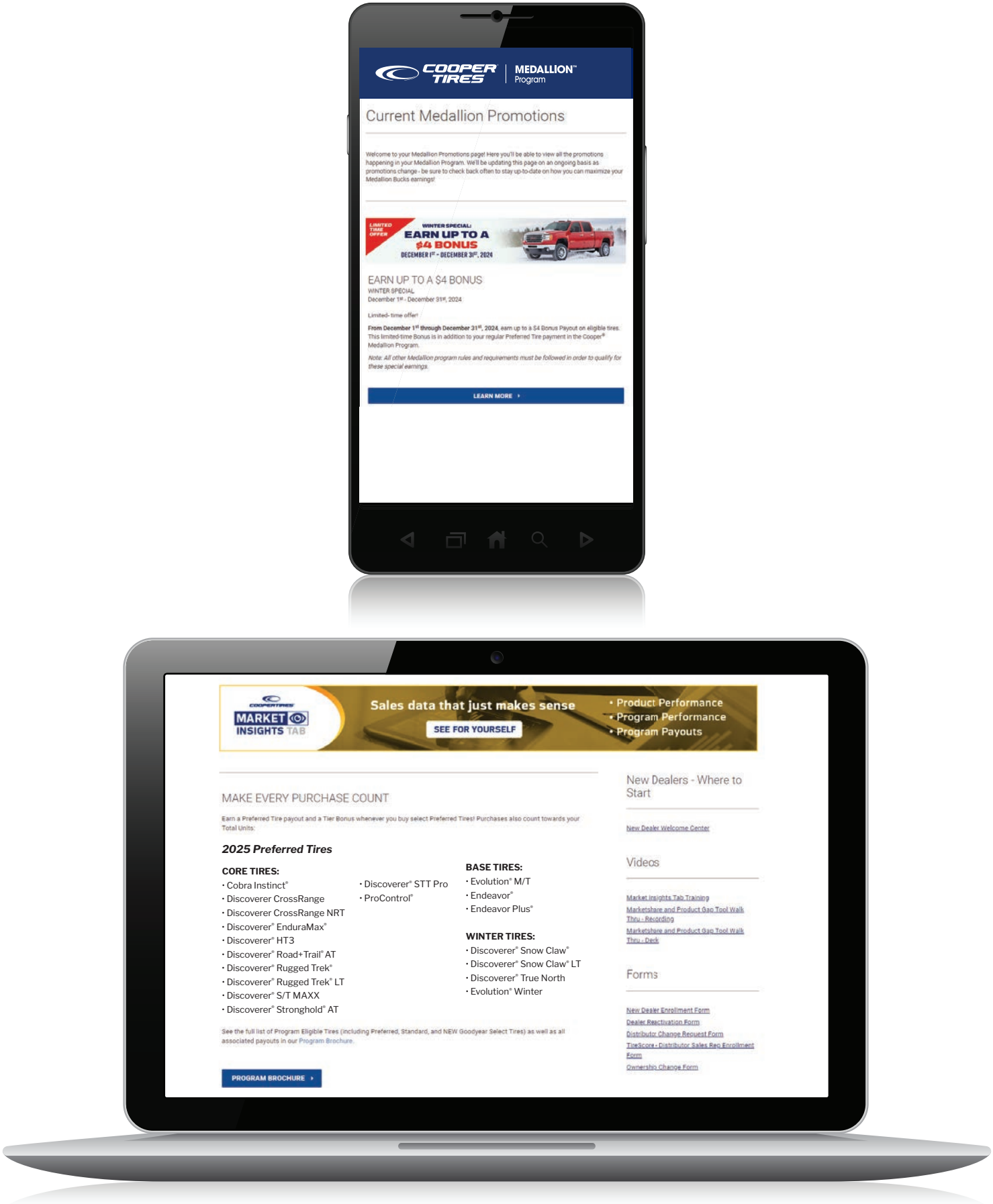
Our **Promotions** page gives you all the details on current promotions in the Cooper® Medallion program.

REPORTS

On the **Reports** page of the website, you can view your overall performance, access an Earnings Summary (to see how much you earned in previous quarters) and an Enrollment Report to see when any Secondary Dealerships that you might have were added. Additional reports will become available for special promotions, making the Reports page a one-stop shop for all your personalized program-related data.


Reports
Welcome to your improved Cooper Medallion reporting experience! Click here to learn more.
Dealer Performance Summary Report
See goals and Dealer standings quarter over quarter.
Configure Report
Dealer Performance Details Report
Get a breakdown of the units uploaded for your location, showing the models purchased and invoice details.
Configure Report
Earnings Summary Report
A detailed account of each quarterly payment achieved including any bonus programs.
Configure Report
Enrollment Report
See your enrollment information, including when any secondary relationships were added.
Configure Report
Growth Event Report
View your goals and standing in any Growth Promotion, including Summer Surge, Fast Start, or Fast Finish.
Configure Report
Generated Reports
You have no generated reports.
Reports are only available for 24 hours to ensure accurate data


COOPER TIRES
MEDALLION™ Program
TireSecret
Profile
Home
Reports
Insights
Promotions
Training & Resources
MARKET INSIGHTS TAB
Sales data that just makes sense
SEE FOR YOURSELF
• Product Performance
• Program Performance
• Program Payouts
DEALER STATEMENT
The Dealer Statement is a printer friendly summary that outlines information on program performance.
DOWNLOAD DEALER STATEMENT
QUARTER DETAILS
QUARTER SELECTION
Q1 Q2 Q3 Q4
YEAR TO DATE EARNINGS
$ 14,825.5
ENROLLMENT STATUS
Tier 4
PREFERRED TIRE REWARD
Core - $9.00 Value - $6.75
CURRENTLY ACHIEVING
Tier 3
PREFERRED TIRE REWARD
Core - $8.00 Value - $5.75
TOTAL TIRES PURCHASED
670
670
TO PURCHASE
1730
PREFERRED TIRES PURCHASED
1892
PRIMARY DISTRIBUTOR LOYALTY
90%
80/20 PRIMARY DISTRIBUTOR QUALIFICATION


COOPER TIRES
MEDALLION™ Program
Current Medallion Promotions
Welcome to your Medallion Promotions page! Here you'll be able to view all the promotions happening in your Medallion Program. We'll be updating this page on an ongoing basis as promotions change - be sure to check back often to stay up-to-date on how you can maximize your Medallion Bucks earnings!
LIMITED TIME OFFER
WINTER SPECIAL!
EARN UP TO A $4 BONUS
DECEMBER 1ST - DECEMBER 31ST, 2024
EARN UP TO A $4 BONUS
WINTER SPECIAL
December 1st - December 31st, 2024
Limited-time offer!
From December 1st through December 31st, 2024, earn up to a $4 Bonus Payout on eligible tires. This limited-time Bonus is in addition to your regular Preferred Tire payment in the Cooper® Medallion Program.
Note: All other Medallion program rules and requirements must be followed in order to qualify for these special earnings.
LEARN MORE
MARKET INSIGHTS TAB
Sales data that just makes sense
SEE FOR YOURSELF
• Product Performance
• Program Performance
• Program Payouts
MAKE EVERY PURCHASE COUNT
Earn a Preferred Tire payout and a Tier Bonus whenever you buy select Preferred Tires! Purchases also count towards your Total Units:
2025 Preferred Tires
CORE TIRES:
• Cobra Instinct®
• Discoverer CrossRange
• Discoverer CrossRange NRT
• Discoverer® EnduraMax®
• Discoverer® HT3
• Discoverer® Road+Trail® AT
• Discoverer® Rugged Trek®
• Discoverer® Rugged Trek® LT
• Discoverer® S/T MAXX
• Discoverer® Stronghold® AT
• Discoverer® STT Pro
• ProControl®
BASE TIRES:
• Evolution® M/T
• Endeavor®
• Endeavor Plus®
WINTER TIRES:
• Discoverer® Snow Claw®
• Discoverer® Snow Claw® LT
• Discoverer® True North
• Evolution® Winter
See the full list of Program Eligible Tires (including Preferred, Standard, and NEW Goodyear Select Tires) as well as all associated payouts in our Program Brochure.
PROGRAM BROCHURE
New Dealers - Where to Start
New Dealer Welcome Center
Videos
Market Insights Tab Training
Marketshare and Product Gap Tool Walk Thru - Recording
Marketshare and Product Gap Tool Walk Thru - Deck
Forms
New Dealer Enrollment Form
Dealer Reactivation Form
Distributor Change Request Form
TireScore - Distributor Sales Reg Enrollment Form
Ownership Change Form

COOPER TIRES | MEDALLION™ Program

TAKE YOUR PERFORMANCE TO THE NEXT LEVEL

COOPERMEDALLION.COM

Have access to essential information at any time, no matter where you are and how you do business. The program website is accessible from anywhere with content that you can view online, print, and take with you, or both!

MOBILE COMPATIBILITY

Check your performance from anywhere on any device, including laptops, mobile phones, and tablets.

PRINTABLE DEALER STATEMENT

All the information from your Performance Dashboard in a convenient PDF format. You can access printable dealer statements from the **Homepage** of the website.

QUICK-REFERENCE DOCUMENTATION

Access important program-related documentation such as product manuals, program terms and conditions, and dealer enrollment forms on the **Training & Resources** page.

TAKE A LOOK TODAY

Visit **CooperMedallion.com** - your number one resource for information on the Cooper® Medallion program.

PROMOTIONS

TURBOCHARGE YOUR EARNINGS!

To help you earn even more, take part in our periodic promotions – designed to **reward you even more!** Keep up to date throughout the year by visiting CooperMedallion.com to stay informed as to when these promotions are starting throughout the year.

BONUS Bucks

Watch your earnings skyrocket by earning more during these promotional periods. Participation is simple – just keep purchasing eligible Cooper® tires as you normally would.

COOPER REWARDS

Exclusive for Cooper Medallion dealers, Cooper Rewards lets your counter salespeople earn money whenever they sell eligible Cooper tires!

NEW MEMBER BONUS

ENROLLMENT REWARD

If you are new to the Cooper® Medallion Program (i.e. you joined the program during this calendar year), we would like to offer you some **free advertising for Cooper Tires products to help you grow your business.**

As a new dealer, you are eligible for your Enrollment Reward when you achieve a Medallion Tier for the first time in the program. You'll receive an email containing a promo code 6-8 weeks following the end of the quarter. ***This promo code will allow you to access the Cooper Tire Ad Store (CooperTireAdStore.com) where you can spend your reward.*** The amount you are eligible for is based on the Medallion Tier you have enrolled in.

Medallion Tier	Tier 5	Tier 4	Tier 3	Tier 2	Tier 1
Enrollment Reward	$750	$500	$300	$225	$150

For more information around Medallion Tiers please see page 8.

Note: The promo code is valid for one year from the date of issuance.

MY CAR WEARS COOPERS

My Car Wears Coopers is a consumer-driven campaign designed to highlight the exceptional quality and reliability of Cooper tires through the stories of real customers who rely on them every day. By treating tires as integral to a vehicle's identity, this campaign captures consumer attention in a fresh, relatable way. It's an opportunity for you to leverage this excitement, connect with more customers, and drive sales with a trusted product.



COOPER TIRE PERKS

BENEFITS FOR COOPER TIRE DEALERS

As a valued Cooper Tire Dealer you have access to benefits that are designed to help you and your business grow! Details can be found on pages 28 and 29:

- Marketing Support
- Cooper eLearning

PROMOTIONAL SUPPORT

We'll support your business with information and advertising to help drive consumers to you.

- **Cooper Product-Launch Details** (we'll update you whenever there's a new addition to our product line-up)
- **Promotional Materials** (advertising materials and POP items to help you sell more whenever we're holding a promotion)
- **Inclusion on Cooper Tires Dealer Locator** (get more customers when your business is featured on CooperTire.com)

MARKETING SUPPORT

MERCHANDISING

Order your Cooper POS materials at www.CooperTireAdStore.com

Cooper point-of-sale materials help you to reinforce the key features and benefits of the products you are selling. Keep your customers informed and educated as they wait for service.

Select items available: tire displays, posters, tire inserts, product manuals, showroom literature, tire stack covers, display cards, Cooper flags, tire racks, decals, outdoor banners, wearables and signage.

Access the Cooper Tire Ad Store through the Medallion website at CooperMedallion.com





PROMOTIONS

Earn extra cash and increase consumer sales. Participate in our National Consumer Reward Promotion offer—it's a great way for you to help seal the deal at the counter, making the sale and increasing the money in your pocket with sales of qualifying Medallion product!

Promotion support may include: digital and mobile advertising, email marketing, social media (Facebook™ and X), website support, point-of-sale materials.

You're eligible for this promotion support once you reach your Medallion Tier for the first time.

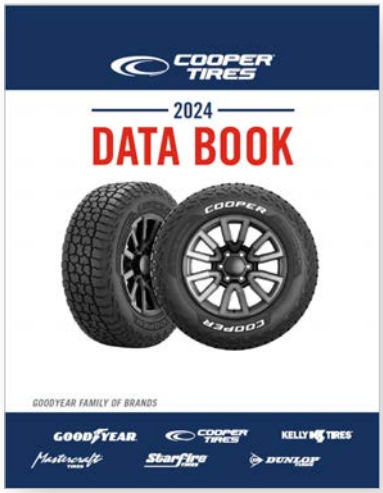
Any time there is an upcoming consumer promotion, Cooper Tire will arm you with the necessary materials to help promote the tires featured in the promotion.



WELCOME TO THE MARKETINGZONE

The Cooper® MarketingZone site is your one-stop destination for accessing a wide range of marketing materials, imagery, and promotional content designed to showcase the excellence and reliability that define our brand. You'll have access to product images, digital flyers, and other materials related to current Cooper® promos, to help with your local marketing.

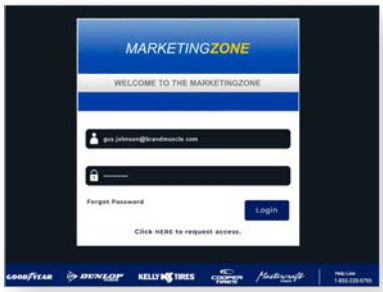
Our Digital Asset Library is designed to make accessing these resources simple and convenient. Just browse, select the assets you need, and download them to support your marketing campaigns, presentations, and more.



To access MarketingZone:

Login using the following URL:
https://coopermarketingzone.brandmuscle.net

If you don't already have access to the site, select the "HERE" in "Click HERE to request access." found on the login page. Within 24 hours, the MarketingZone support team will review your user request to grant you access.



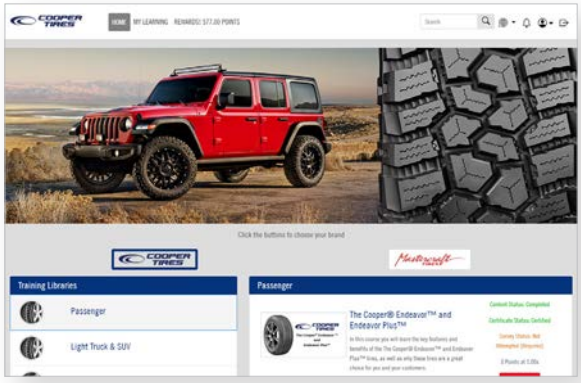
Contact MarketingZone

If you have any questions or require further assistance, please don't hesitate to reach out to our support team at GoodyearMarketingZone@brandmuscle.com or 1-855-233-5795.

COOPER® ELEARNING

The Cooper® eLearning platform is designed to provide you with training support for Cooper® tire products.

Not registered?
Click here to set up your account:
https://ecooperuniversity.xceleratemedia.com



COOPER TIRES | MEDALLION™ Program



FREQUENTLY ASKED QUESTIONS

How can I tell how close I am to reaching my Medallion Tier goal for a quarter?

Visit the program website (CooperMedallion.com). You can see how close you are to reaching your goal for the current quarter including the total number of tires purchased, eligible tires purchased, and your Primary Distributor loyalty on our easy-to-reference and customized Performance Dashboard. You can also see how close you are to qualifying for any promotions that may currently be running.

What if I am short tires for a quarter?

If you are short tires to your goal, you can make those tires up in the following quarter, and get paid for any previous quarter tires missed. Each quarter you must be on track toward your annual goal to receive full payout. You can find out how close you are to reaching your goal at any time on the homepage of the program website (CooperMedallion.com).

Where can I find the eligible products for the program?

Please see Pages 10 to 19 of this program brochure for a complete list of eligible tire products. You can also find an up-to-date list on the program website (CooperMedallion.com) in the Training & Resources section.

Can I get additional copies of this brochure?

You can download a PDF of the most recent version of this brochure from the program website (CooperMedallion.com) in the Training & Resources section.

How do I register Secondary Distributors for my dealership?

To add Secondary Distributors to your business, please contact Cooper® Medallion Program Headquarters at Medallion@Goodyear.com.

When will my Medallion Bucks be processed and added to my prepaid card or direct deposited in my account?

The Medallion Bucks are processed at the end of the month following quarter-end.

If I have a Secondary Distributor, how much must I purchase from the Primary vs. Secondary Distributor?

There is an 80/20 Rule: when a dealer has Secondary Distributor(s) selected, a dealer cannot purchase more than 20% of their total purchases from the Secondary Distributor(s). Dealers must have 80% or more of their total purchases from the Primary Distributor to receive their Medallion payout. You can see your Primary Distributor Loyalty on the home page of the program website (CooperMedallion.com).

My businesses ownership has recently changed. What do I do?

Contact your distributor sales representative. They will fill out a Ownership Change Request Form with you in order to ensure your business continues to earn in the program. Requests will be sent to Medallion@Goodyear.com for approval.

How do I know how much I will be paid?

There is no earnings information available for the current quarter. Once a quarter has finished and has been processed, you can find your earnings information on the home page with a breakdown of earned amounts by quarter. This information will also be available in your Earnings Summary Report (please see page 20 of this brochure for more information on Reports).

How am I paid?

You'll receive your taxable earnings from us every quarter for the funds that you have earned in the previous quarter. Payments will be provided via the payment method you selected when you registered for the program (either direct deposit or reloadable card).

COOPER TIRES | MEDALLION™ Program

EARN BIG
Get paid for the tire purchases you make.

FAST & EASY PAYMENTS
Get paid on a convenient reloadable card or direct deposit each and every quarter.

BONUS PAYOUTS
Earn even more with promotions throughout the year.

EASY-TO-USE WEBSITE
Our program website will help you stay up-to-date on your current program performance, rules, and more. Check it out today at **CooperMedallion.com**

PROGRAM PERKS
Exclusive benefits and discounts designed to help your business grow.

DIRECT DEPOSIT
Get access to your funds quickly with direct deposit.

HAVE QUESTIONS ABOUT THE PROGRAM? WE'RE HERE TO HELP.

Visit **CooperMedallion.com** - your number one resource for information on the Cooper® Medallion program.

