



**CONTINENTAL TIRE** rewards you for selling our premium products

The 2010 GOLD program offers dealers two ways to earn cash rewards. GOLD dealers can earn up to \$8.00 per tire in quarterly cash rewards. Plus GOLD dealers are eligible to receive a one time volume bonus on all 2010 purchases. GOLD rewards will be deposited directly to your business bank account or sent directly to your business.

GOLD Dealers who agree to purchase 300 units annually are eligible for cash back on all Continental and General Tire purchases. As a GOLD dealer, you have direct access to marketing support that includes colorful point-of-sale materials, showroom displays and indoor signage. The GOLD program emphasizes marketing support and reflects the needs of the independent tire dealer.



**2010 GOLD PROGRAM CASH REWARDS**

BRAND	MARKETING LINE	GOLD REWARD
	ContiSportContact™ 3	\$8.00
	ContiSportContact™ 2	
	ExtremeContact™ DW	
	ContiExtremeContact™	
	CrossContact™ UHP	
	ExtremeContact™ DWS	\$6.00
	ContiProContact™	\$4.00
	CrossContact™ LX	
	ContiWinterContact™ Lines	
	Continental Other	\$1.00
	Grabber™ UHP	\$3.00
	Exclaim™ UHP	
	Altimax, RT & HP	\$2.00
	Grabber™ HTS	
	Grabber™ AT2	
	Altimax Arctic	
	General Other	\$1.00

**VOLUME BONUS**

Dealers who attain their annual objective will receive a one time volume bonus payment.

Volume Bonus Schedule\*

	EXPRESS	STANDARD	SELECT	ELITE
<b>YEAR UNITS</b>	300	700	1,200	2,000
<b>PER TIRE BONUS</b>	N/A	\$.75	\$1.00	\$1.25

\*Yearly commitment can be adjusted depending on program enrollment date

**2010 GOLD PROGRAM BENEFITS**

**ALL GOLD DEALERS ARE ELIGIBLE TO RECEIVE THE FOLLOWING BENEFITS:**

- Listing on Continental Tire and General Tire Dealer Locator website with GOLD Dealer icon
- UHP Express Program
- Engage 360 online training center
- Customized showroom components
- 1x3 Lighted Continental Signs
- 1x3 Lighted General Signs
- Continental GOLD dealer polo shirts
- Access to CTNA's Showroom Program
- Access to CTNA's online POS ordering website
- RPM Program - Real Performance Motivation

**GOLD REWARDS TRIP**

GOLD Dealers who purchase 2000 units annually will receive an invitation for two to our Annual GOLD Dealer incentive trip

GOLD Dealer incentive trip includes:

- All inclusive 4 day/3 night stay
- Premier hotel accommodations for 2 people/1 room
- Round trip airfare for 2

## 2010 GOLD MARKETING SUPPORT

### RPM

The Continental RPM Program is one more added benefit to being a Continental Tire GOLD Dealer! Sign up and start claiming your sales to earn points toward valuable rewards, such as electronics, outdoor equipment, home decor, and much more! Enroll today at: [www.continentalrpm.com](http://www.continentalrpm.com) and get the most out of every qualifying Continental and General sale!



### ENGAGE 360



"The more you learn, the more you'll earn."

Visit [www.Engage360Training.com](http://www.Engage360Training.com) today!

- Tour the ENGAGE 360 Virtual Training Center
- Earn ENGAGE 360 Reward Points
- Become ENGAGE 360 Certified
- Redeem ENGAGE 360 Points for Great Prizes.

### CTNA POS

GOLD Dealers gain access to [www.ctnapos.com](http://www.ctnapos.com) your online source for Continental marketing materials. CTNA POS ordering website allows you to:

- Order POS, brochures and other printed materials
- Order 1x3 Lighted Continental and General signs
- Order Continental & General Tire Showroom Components
- Order CTNA merchandise

### CTNA MEDIA

GOLD Dealers can visit [www.ctnamedia.com](http://www.ctnamedia.com) your online portal for the latest news, graphic and video. CTNA Media website gives you access to:

- Tire and vehicle images
- Press releases
- Dealer Ad Builder
- Brand logos
- PR materials for Continental Tire & General Tire

## GOLD DEALERS ARE ELIGIBLE FOR CONTINENTAL UHP EXPRESS SHIP

When customers demand ultra-high performance tires that may not be in your inventory, you'll be able to meet their needs with the UHP Express Program. For orders up to 5 units, CTNA will expedite direct delivery at no additional cost to you for the following Continental Tire and General Tire marketing lines.

- Continental ContiSportContact™ 2
- Continental ContiSportContact™ 3
- Continental ExtremeContact™ DW
- Continental ContiProContact™ SSR
- Continental CrossContact™ UHP
- General Exclaim™ UHP
- General Grabber™ UHP

### GO FOR THE GOLD!

We think you'll agree, the 2010 CTNA GOLD Program is just what you need to sell even more tires in the coming year.



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