

2023 GOLD Retailer Program



GOLD
— RETAILER PROGRAM —

Continental 

CONTINENTALTIRE.COM

GENERAL TIRE 

GENERALTIRE.COM



We want to be your #1

Your #1 program, your #1 supplier, your #1 partner!

Being your #1 means more than just “rewards”. Being your #1 means gaining your complete confidence in our product, our people and our program. Continental’s GOLD Program offers a spectrum of opportunities for the independent tire dealer with a lucrative program that will maximize results.

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Contact 1-833-421-9584 or PLTGOLD@conti-na.com





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Marketing Line Rewards

GOLD Rewards are quarterly payments issued to dealers that meet their quarterly purchase objective (100 units per Retail Location). A minimum of 90% of purchases must be from the Primary Distributor in order for GOLD Rewards and Volume Bonus to be earned on purchases from an authorized Secondary Distributor.

BRAND	MARKETING LINE	GOLD REWARD
	ContiProContact™ ContiSportContact™ 2 ContiSportContact™ 3 ContiSportContact™ 5 ContiSportContact™ 5P CrossContact™ LX Sport CrossContact™ LX ²⁵ CrossContact™ UHP ExtremeContact™ DWS ^{06 Plus} ExtremeContact™ Sport ExtremeContact™ Sport ⁰² ProContact™ GX ProContact™ RX ProContact™ TX PureContact™ LS SportContact™ 6 SportContact™ 7 TerrainContact™ A/T	TerrainContact™ H/T TrueContact™ Tour VanContact™ A/S VancoFourSeason™ VanContact™ Winter VikingContact™ 7
	Continental Other	\$10.00 <small>counts towards annual purchase commitment</small>
	G-MAX™ AS ⁰⁵ G-MAX™ RS Grabber™ A/T ^X Grabber™ APT Grabber™ Arctic	Grabber™ Arctic LT Grabber™ HD Grabber™ HD Van Grabber™ HTS ⁶⁰ Grabber™ X ³
	AltiMAX™ Arctic ¹² AltiMAX™ 365 AW AltiMAX™ RT ⁴³ AltiMAX™ RT ⁴⁵	\$7.00 \$5.00
	General Other	<small>counts towards annual purchase commitment</small>
Deliveries	National Account Government Entities Authorized Car Dealers	\$2.00

Volume Bonus

Volume Bonus rewards are paid quarterly based on annual sales tracking for net sales.

VOLUME BONUS LEVELS

	Entry	Express	Select	Elite	Premier
Year Units	400-799	800-1,399	1,400-2,199	2,200-3,799	3,800+
Per Tire Bonus	\$-	\$2	\$3	\$4	\$5
Volume Bonus Potential	Eligible for Marketing Line Rewards	\$1,600 - \$2,798	\$4,200 - \$6,597	\$8,800 - \$15,196	\$19,000 - No Limit

Download Your Program Rewards Now!

Access Your Rewards, Promotions, New Products, and much more with the All New GOLD Program App!

- 1 Scan the QR code to download the GOLD App or search Continental Tire GOLD Program in the App Store.

Apple Devices:



Android Devices:



- 2 Log in using your ContiLink username and password.
- 3 Track your rewards, earn more through Promotions, and stay up to date on new products and rebates!



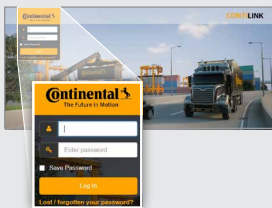
CONTILINK

A customized platform tailored to all of your GOLD needs

- ENGAGE360 online training center
- RPM program - Retail Performance Motivation
- Dealer Marketing Suite
- Product information
- Marketing support
- Current news & updates about Continental & General Tire
- Detailed sales tracking tools
- Consumer rebates
- Dealer Business Suite programs
- Current GOLD Promotions
- National accounts and government programs*
- Online warranty system

ACCESSING THE GOLD PAGE IS EASY!

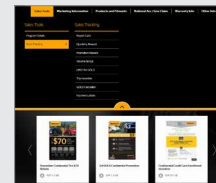
- 1 Visit www.contilink.com



- 2 Enter your **USERNAME** (conti85_----) and your **PASSWORD** (-----) Click login.

Ask your Continental Tire representative about setting up unique access rights for your employees.

- 3 From here, use the links on the left to navigate the website.



Need Help?

Assistance is always a click away. Click on the "Contact Us" link to submit a request for help. For ContiLink login information you can also contact us at 1-833-421-9584.

USERNAME:	conti85_----
PASSWORD:	

* To be eligible to participate in CTA National Account and Government servicing dealer network, GOLD Dealers need to be authorized by CTA to process these transactions in CONTILINK.

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Engage360 Training Center

Engage360 provides training on Continental and General Tire products and more! Once you enter the Training Center, visit each room to discover training, trivia, and ways to earn bonus reward points that can be redeemed for Continental and General Tire wearables and other branded items!



COMPREHENSIVE: Engage360 training covers everything from product information, tire basics, social media management skills, warranty guidelines, and more.

CONVENIENT: Engage360 is online and accessible 24/7.

REWARDING: Train on all of the information and take the module tests to earn your very own Certificate of Completion for each!

The More You Learn, The More You Earn!
Engage360training.com



Train on any device, from anywhere!

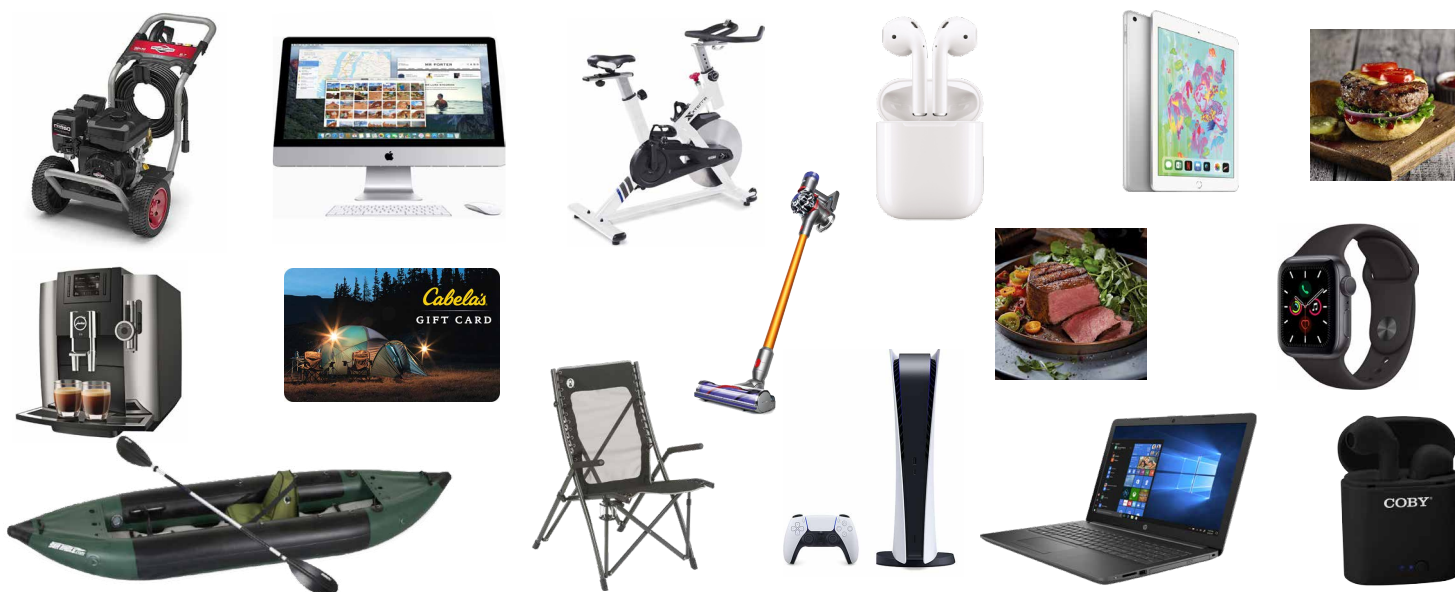
RPM Program

Continental's Retail Performance Motivation program is the industry's most accessible offering of sales rewards for you and your employees. With thousands of items to choose from including electronics, home decor, outdoor equipment and much more, there is something for everyone! Want something specific? Utilize our concierge shopping to turn your tire sales into your dream.



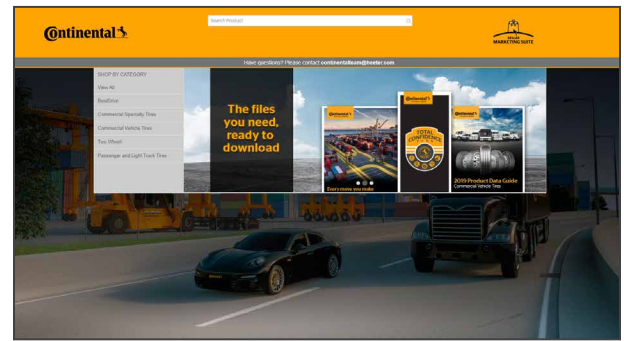
The RPM program offers you the opportunity to earn valuable rewards by selling Continental and General tires. The process is fast and easy. Just claim your sales at **www.continentalrpm.com** and you will be on your way to the best rewards.

It's quick, easy and rewarding! Before you know it, you can order rewards like these:



Dealer Marketing Suite

Promote Continental and General Tire Brands with access to our logos, printed materials, videos, promotion assets as well as order showroom items and apparel.



Showroom & Apparel

Continental Tire's showroom concept is a complete sales floor enhancement package. The basis for the showroom concept is to allow you to customize your product selection and presentation. From adjustable tire stands to polos, the components give you the opportunity to arrange your show floor how you see fit.

Receive 500 points in Marketing Funds per location at the beginning of each quarter to order branded materials via the Dealer Marketing Suite for meeting your quarterly purchase objective.

General Tire branded displays also available.

Visit contilink.com to learn more about showroom options.



TIRE RACK



APPAREL



CUSTOM TIRE INSERT



MAGNETIC BOWL



STOOL



FLOOR MAT



FEATHER FLAG



FLASHLIGHT

Dealer Business Suite

Leverage Continental's industry partnerships through the Dealer Business Suite to enjoy additional value and cost savings for all of your business needs.

DEALER BUSINESS SUITE



Uniforms & Linens



Parts



Customer Communications



Oil



Digital Content Management



Technicians



Training



IT Hardware



Risk Management & Insurance



Diverse Business Solutions
Office Supplies



Custom Branding



Website Hosting

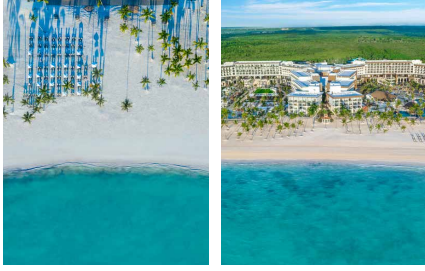


Business Software



Driving Experience

GOLD Trip



Elite GOLD Dealers who purchase **2,200 units** annually and meet their combined annual purchase objective will receive an invitation for two for a 5-day/4-night stay at an all-inclusive resort with round trip airfare.

Premier GOLD Dealers who purchase **3,800 units** annually and meet their combined annual purchase objective will receive an invitation for two for a 7-day/6-night stay at an all-inclusive resort with round trip airfare.

Dash for the GOLD



GOLD Dealers who increase Continental and General Tire purchases by 10% in 2023 are eligible for a chance to win the Dash for the GOLD.

A two-person team will run like “wild horses” through Continental’s fulfillment warehouse, keeping everything they can grab in 60 seconds!

(Airfare and hotel accommodations included)



Exterior Signage Program

Premier GOLD Dealers are eligible to receive a 3'X12' Continental or General Tire exterior illuminated sign. Continental Tire the Americas (CTA) will provide sign and installation at no cost.¹

Elite GOLD Dealers are eligible to receive a 2'X6' Continental or General Tire exterior illuminated sign. CTA will provide sign and installation at no cost.*

Any GOLD Dealer is eligible to purchase an exterior illuminated Continental or General Tire sign with installation. Contact your Continental Area Dealer Manager for details.

* Subject to approval

Signs are available in:

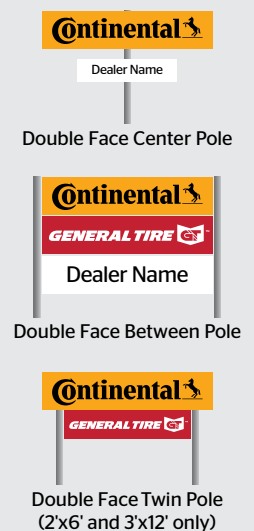
- 2' x 6'
- 3' x 12'

Mounting Options

- Single Face Wall Mount
- Double Face Rigid Mount
- Double Face Center Pole
- Double Face B/W Pole
- Double Face Twin Pole

Features

- Tough, break-resistant
- Solar Grade Lexan
- Thermoformed
- Sturdy cabinet housing
- Aluminum with gloss black finish
- Illuminated with high output fluorescent lighting system



Help drive sales with access to Continental and General Tire National Consumer rebates throughout the year. You will automatically receive point-of-sale material prior to the promotion.



Continental Tire Credit Card

Drive repeat business to your stores! With the Continental Tire Credit Card you are able to offer your customers 6 and 12 months Special Financing on purchases of \$199 or more and \$499 or more, respectively. See for yourself how offering your customers the Continental Tire Credit Card Special Financing is proven to drive return business, boost customer loyalty and increase average ticket size!

What you get:

- No minimum app fee
- Receive a \$100 Visa Gift Card when you enroll*
- 5 Additional Consumer Rebates with free point-of-purchase materials
- Application processing incentives for you and your associates
- Your store name on every card
- Free Point of Purchase materials

What your customer gets:

- Direct to mobile device application
- Special financing available for 6 or 12 months
- Additional consumer rebates throughout the year
- Convenient monthly payments
- Card accepted at gas stations nationwide

* See Synchrony enrollment flyer for more details

Enroll Today! It's Easy!

Start offering your customers financing.
Here's how:

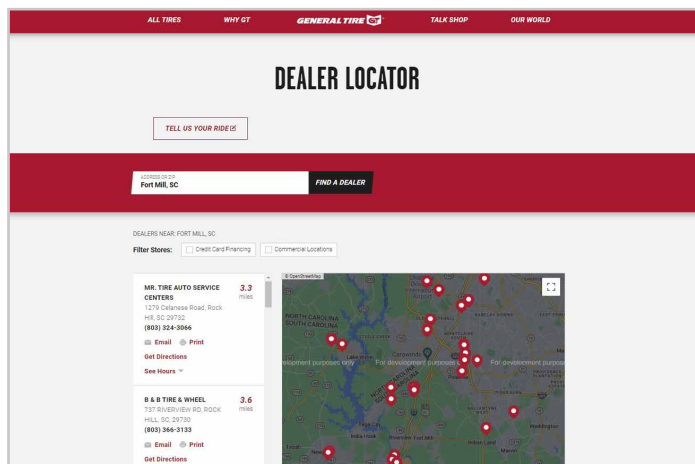
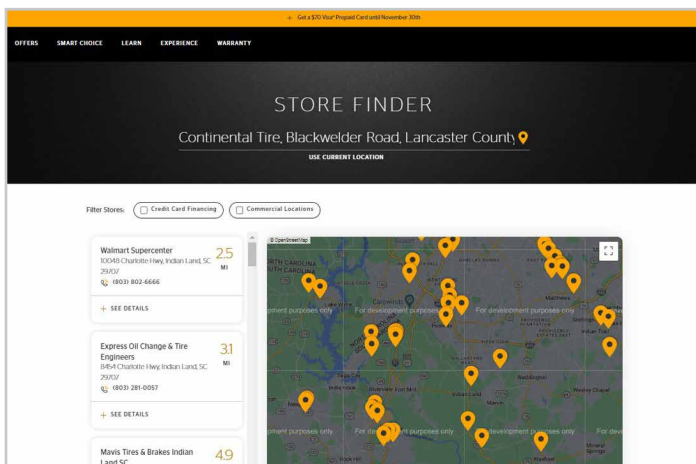
- Call 1-866-209-4457 or go to www.syfenroll.com and enter code "Continental"
- Enroll in just minutes
- Have your Federal Tax ID ready



To get more information, current dealers can log onto their account via www.contlink.com or call 1-866-209-4457 to speak with a representative.

Online Dealer Locator

Once enrolled on the GOLD program, your store(s) will be listed on the Continental and General Tire websites where our dealer locator will help direct customers to you. Customers can see your contact information, hours, and get directions to your store.



Quarterly Newsletter

Inside you will find information on consumer promotions, incentives and rewards, tools and program updates, products and selling tips, and training updates.



Be on the lookout for the GOLD Connection newsletter.



National Account and Government

- Continental Tire offers comprehensive programs and products for dealers to obtain Government and National Account Business.
- Our Government program includes a highly competitive commission structure along with GOLD rewards for every Government and National Account transaction.
- We offer an online portal for dealers to submit bids called "Contigov" open for all GOLD dealers.



Sponsorships

Continental Tire:

- AMG Driving Academy
- BMW Driving School
- Collegiate Basketball
- Hot Rod Power Tour
- Lingenfelter Performance Engineering
- Major League Soccer
- Petty's Garage
- Stadium Super Trucks
- Toyota's GR Cup Racing Series

General Tire:

- Automobile Racing Club of America (ARCA)
- Camburg Engineering
- Ducks Unlimited
- Expedition Overland
- Lucas Oil
- Major League Fishing
- Roush Performance Group
- Zero1 Odysseys



Driving Experiences

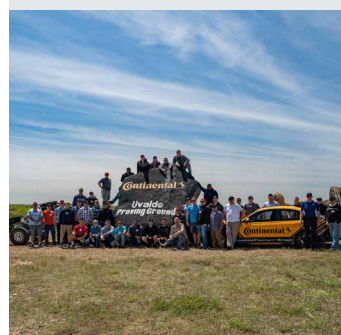
AMG Driving School



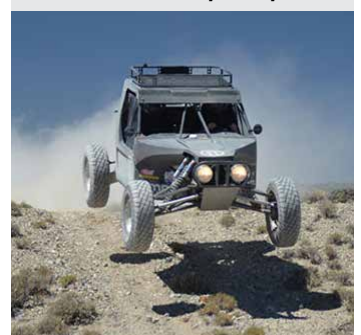
BMW Driving School



Uvalde Drive and Learn



Zero1 Odyssey



UHP Express Ship Program

When customers demand ultra-high performance tires that may not be in your inventory, you'll be able meet their needs through our UHP Express Program. For orders of up to 5 units, Continental will expedite delivery at no additional cost to you. The following marketing lines are eligible:

UHP Express Ship Products:

- ContiSportContact™ 2
- ContiSportContact™ 3
- ContiSportContact™ 5 & 5P
- CrossContact™ UHP
- ExtremeContact™ Sport
- ExtremeContact™ Sport⁰²
- ExtremeContact™ DWS⁰⁶
- ExtremeContact™ DWS⁰⁶ Plus
- SportContact™ 6
- SportContact™ 7
- All Self-Supporting Runflats (SSR)
- General G-MAX™ RS



Total Confidence Plan

The Total Confidence Plan provides industry-leading coverage. The purchase of replacement Continental tires provides an extra measure of confidence with the Total Confidence Plan.



Limited Warranty*



All Continental passenger and light truck tires are eligible for the Limited Warranty for a maximum of up to 72 months from the date of purchase. The Limited Warranty allows for free replacement within the first 12 months**.

Mileage Warranty*



Coverage on select replacement products up to 80,000 miles.

Customer Satisfaction Trial*



Continental passenger and light truck tires purchased as replacement bearing the Continental name and D.O.T. serial numbers are covered up to 60 days (30 days for winter and select marketing lines). Please see Total Confidence Plan brochure for complete details.

Road Hazard*



Continental's Road Hazard Coverage is unique in the industry because it applies to all Continental passenger and light truck tires that are purchased as replacement, and provides a comparable replacement tire within the first 12 months**.

Flat Tire Roadside Assistance*



Three (3) year complimentary flat change or towing up to 150 miles at no charge. Tires must be registered online at www.totalconfidence-plan.com within 45 days of purchase to qualify for Flat Tire Roadside Assistance. Coverage is valid on replacement passenger and light truck tire purchases made on or after February 1, 2015.

Emergency Trip Interruption Coverage*



Three (3) year complimentary service designed to help reimburse the eligible expenses resulting from a mechanical breakdown during a road trip. Tires must be registered online at www.totalconfidence-plan.com to qualify for Emergency Trip Interruption Coverage. Coverage is valid on replacement passenger and light truck tire purchases made on or after January 1, 2022. Limit \$200.00 per day maximum benefit, and a total annual maximum benefit of \$500.00.

*Restrictions and limitations apply. See Total Confidence Plan for complete coverage details at <https://continentaltire.com/warranty>.

**Coverage is within the first 12 months from the date of purchase or the first 2/32^{nds} treadwear, whichever comes first.

Continental Tire the Americas, LLC

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www.continentaltire.com



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