

2024

ASSOCIATE DEALER  
**SMART PROGRAM**



In this competitive tire world, you need to stand out, be seen and be heard. GT Radial offers the Smart Program that will do just that! We provide marketing tools and incentives to help you reach more customers, push sales and be tire-Smart. It's not about working harder, it's about working Smarter—with the GT Radial Smart Program.

## CONTENT

The GT Radial Smart Program is a team-oriented program with assorted marketing tools including: cash rewards, promotional materials, outdoor signage, point-of-purchase display and product training.

## REQUIREMENTS

PREPARE TO QUALIFY.

The GT Radial Smart program is simple. Enroll in the program. Submit proof of an opening order of at least 24 tires, and you are ready to take advantage of the many program benefits. Enroll online at [www.gtradialsmartprogram.com](http://www.gtradialsmartprogram.com). Each Associate Dealer must have its own enrollment. Enrollment at any time of the quarter will be rewarded for the full quarter if requirements are met.

## RULES ON CHANGING DISTRIBUTORS

Associate Dealers are allowed to change their distributor in January and February of the following year. A "Change of Distributor" form must be submitted. Change of distributor requires approval from the GT Radial Regional Sales Manager, and current designated distributor will be notified of the change.

## CASH REWARDS

### TIRE CREDIT!

Cash is king! We want to reward you with a cash credit quarterly when you move our tires. You will receive up to \$3.00 per tire, depending on the tire line. 60 tires minimum required per quarter. See the payout below for the GT Radial tires:

TIRE LINE	QUARTERLY PAYOUTS	ANNUAL VOLUME BONUS PAYOUTS*	
		500+ Units	750+ Units
CHAMPIRO SX2	\$3.00	\$4.50	\$6.00
CHAMPIRO HPY	\$2.50	\$3.75	\$5.00
CHAMPIRO UHP <sup>AS</sup>	\$2.50	\$3.75	\$5.00
MAXTOUR LX	\$3.00	\$4.50	\$6.00
MAXTOUR ALL SEASON	\$1.50	\$2.25	\$3.00
ADVENTURO HT	\$3.00	\$4.50	\$6.00
ADVENTURO ATX	\$3.00	\$4.50	\$6.00
MAXMILER PRO	\$2.00	\$3.00	\$4.00
MAXMILER ST	\$1.50	\$2.25	\$3.00
SAVERO KOMODO M/T PLUS	\$3.00	\$4.50	\$6.00
CHAMPIRO TOURING A/S	\$2.00		
SAVERO HT2	\$2.00		
ADVENTURO AT <sup>3</sup>	\$3.00		

Note: Annual Volume Bonus Payouts shows the Quarterly Payouts plus 50% or 100% of the Quarterly Payouts.

### YEAR END CATCH UP

If you didn't make any of your quarterly goals, you will still be paid for those quarters at the end of the year as long as your total meets the quarterly goals from the time of your enrollment.

### ANNUAL VOLUME BONUS\*

If you hit 500 units total at the end of the year, you will be rewarded with an additional 50% of your total yearly payout. If you hit 750 units total at the end of the year, you will be rewarded with an additional 100% of your total yearly payout. Champiro Touring A/S, Savero HT2, Adventure AT<sup>3</sup> and any other additional promotion during the year are excluded.

### SMART REWARDS

SPEND ONLINE, ANY STORE, ANYTIME!

You will be notified by email when you hit 60 qualified units or more in a quarter. Redeem your rewards at: [www.gtradialsmartprogram.com](http://www.gtradialsmartprogram.com). Log into the site and click on Smart Rewards in the menu and select your choice of rewards: Virtual or Physical Visa card, Ecards, Amazon Gift Cards, ACH or check. Claim and enjoy your rewards right away!





## SIGNAGE

PROMOTE YOURSELF TO THE BUYING PUBLIC.

Qualify for outdoor signage as soon as your store hits 1,000 units. Limited to one sign per store.

## ONLINE TRAINING

KNOWLEDGE IS POWER.

It's simple: the more you know, the more you can sell. Enroll employees in the GT Radial Online Training program—and empower them with a sales performance boost. It's online. It's easy. Plus there's a FREE GT Radial backpack in it for all who pass the training modules.

Visit [treadacademy.com](http://treadacademy.com) to start your training today!



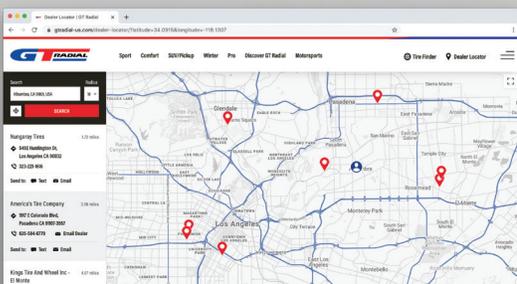
A gift after completing the online training (one pack per person)



## DEALER LOCATOR

ADDED ONLINE EXPOSURE.

After enrollment, your store will be added in the dealer locator on the GT Radial website!



CATALOGS

## POP/MARKETING KIT

YOU HAVE THE "GREEN LIGHT" TO SELL.

Simply confirm your acceptance of the kit by replying to the welcome email letter that you received, and the POP kit will be on its way to your store! Photos are required after set up and can be emailed to [info@gtradialsmartprogram.com](mailto:info@gtradialsmartprogram.com).

The POP/Marketing Kit\* includes:

- 5 PCR/LT Catalogs
- 1 Warranty Packet
- 1 PCR/LT Banner
- 2 Tire Stack Covers
- 2 Window Decals
- 1 Tire Stand
- 3 Tire Inserts (16", 18" & 20")

\* Available for new customers only.



TIRE STACK COVERS

## BANNER



## TIRE INSERTS

## WINDOW DECALS





# 2024

[WWW.GTRADIALSMARTPROGRAM.COM](http://WWW.GTRADIALSMARTPROGRAM.COM)

[info@gradialsmartprogram.com](mailto:info@gradialsmartprogram.com)

5145011-02-24