

2026

ASSOCIATE DEALER
SMART PROGRAM

GT RADIAL

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. 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 can receive up to $6.00 per tire, depending on the tire line. 60 tires minimum required per quarter. See the payout below for the GT Radial tires:

	QUARTERLY PAYOUT 60 Units	QUARTERLY PAYOUT QVB 125+ Units* NEW!	YEARLY PAYOUT AVB 750+ Units** Buy 188 units/Qtr to reach AVB
CHAMPIRO SX2 MAXCLIMATE MAXTOUR LX ADVENTURO ATZ ADVENTURO RT ADVENTURO HT ADVENTURO ATX SAVERO KOMODO M/T PLUS	$3.00	$4.50	$6.00
ADVENTURO AT3	$3.00	$3.00	$3.00
CHAMPIRO HPY CHAMPIRO UHP AS	$2.50	$3.75	$5.00
MAXMILER PRO	$2.00	$3.00	$4.00
CHAMPIRO TOURING A/S SAVERO HT2	$2.00	$2.00	$2.00
MAXTOUR ALL SEASON MAXMILER ST	$1.50	$2.25	$3.00

Note: Payout rate is based on the unit tier achieved.

**Quarterly Volume Bonus*

***Annual Volume Bonus*

YEAR END CATCH UP

If you miss the regular quarterly unit requirement (60 units), you can still earn rewards at year-end through our Catch-Up Rewards, as long as your total year-end units meet the minimum based on when you enrolled.

In addition, if you achieve 750+ units during the year, you'll also receive Catch-Up Rewards for any missed Quarterly Volume Bonuses.

SMART REWARDS

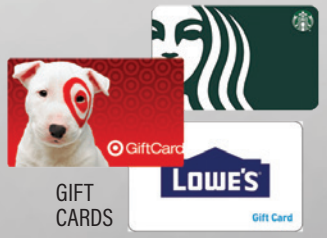
SPEND ONLINE, ANY STORE, ANYTIME!

You will be notified by email when you hit 60 qualified units or more in a quarter. Redeem your rewards at: www.gtradialsmartprogram.com.

Log into the site and click on Smart Rewards in the menu and select your choice of rewards: Physical Visa card, ACH, check and other gift cards. Claim and enjoy your rewards!

PHYSICAL CARD





GIFT CARDS



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 to start your training today!



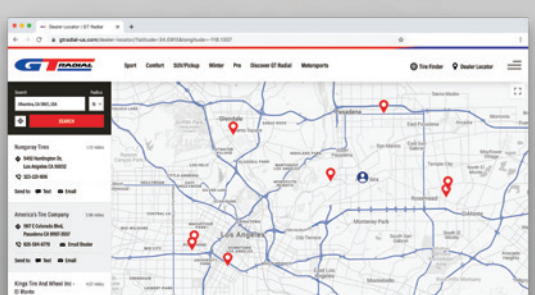
A gift after completing the online training (one pack per person)



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!

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





WWW.GTRADIALSMARTPROGRAM.COM

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