

**DRIVE YOUR  
BUSINESS FORWARD  
FASTER THAN EVER.**



**GOOD YEAR**

**VELOCITY**

DRIVEN BY **GOOD YEAR**

**2026 CONSUMER PROGRAM OVERVIEW**

# WELCOME TO VELOCITY!

We're thrilled to announce the launch of the Velocity Program, a dynamic new indirect dealer consumer program designed to drive your business forward. By combining the best of our existing G3X and Medallion programs into one streamlined program, Velocity simplifies participation and unlocks greater value for our indirect dealers. This innovative program reduces complexity, enhances rewards, and delivers a broader suite of tools and benefits to help you accelerate growth and stay ahead in a competitive market. With Velocity, we're not just evolving our programs, we're setting a new pace for our customers and their performance.



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# VELOCITY PROGRAM INTRODUCTION

Welcome to a new era of dealer partnership. Goodyear is proud to unveil the **Velocity Program**, a comprehensive and future-focused program designed to empower dealers, regardless of footprint size, to grow, compete, and succeed with greater confidence. Built from the combined strengths of our Consumer G3X and Medallion programs, Velocity delivers a streamlined, unified experience that makes it easier than ever to participate and grow.

Velocity was created with one clear goal: **to deliver meaningful value for all dealers through a program that is simple, rewarding.** Velocity ensures that dealers have the tools and support needed to thrive.

With Velocity, you'll gain access to an **enhanced portfolio of rewarding benefits**, including elevated incentives, improved marketing resources, growth-driving tools, and exclusive opportunities designed to boost profitability and customer engagement. Whether you're looking to increase traffic, elevate your brand presence, or unlock new operational efficiencies, Velocity provides the platform to make it happen.

As an inclusive program built for today's dealer network, Velocity offers flexibility, transparency, and a more personalized experience, so every dealer can take advantage of benefits designed to enhance their business. This is not just a program launch; it's a renewed commitment to supporting your long-term success through collaboration, innovation, and shared momentum. Visit [www.goodyearvelocity.com](http://www.goodyearvelocity.com) for full details!

## Velocity, Driven By Goodyear.



# PAYOUT SCHEDULE

The Velocity Program is designed to promote cross sell of eligible brands.

Key program principles include:

- **Margin Focus** - Program design rewards premium mix, with rim-size bonuses reinforcing high-value tire sales
- **Brand Unity** - Cross-brand categories reinforce loyalty across the full Goodyear family
- **Loyalty Growth** - Inclusive tiers and combined volumes help more dealers qualify and consolidate with Goodyear
- **Market Competitiveness** - Incentives are designed to ensure strong positioning across the value spectrum

Product Line Reward/Per Tire*			
Accelerate	Cruise	Core	All Other
\$14.00	\$6.00	\$4.00	Rate Only
Volume rewards*			
Tier	Minimum Annual Volume	Minimum Quarterly Volume	Bonus
7	3,000	750	\$7.00
6	2,400	600	\$6.00
5	1,900	475	\$5.00
4	1,500	375	\$4.00
3	1,200	300	\$3.00
2	700	175	\$2.00
1	300	75	\$-

Resulting payout matrix*						
Tier	Minimum Annual Volume	Minimum Quarterly Volume	Accelerate	Cruise	Core	All Other
7	3,000	750	\$21.00	\$13.00	\$11.00	Rate Only
6	2,400	600	\$20.00	\$12.00	\$10.00	
5	1,900	475	\$19.00	\$11.00	\$9.00	
4	1,500	375	\$18.00	\$10.00	\$8.00	
3	1,200	300	\$17.00	\$9.00	\$7.00	
2	700	175	\$16.00	\$8.00	\$6.00	
1	300	75	\$14.00	\$6.00	\$4.00	
Rim size reward for Accelerate, Cruise & Core**						
19"+			+ \$4.00/Tire			\$-
Max payouts per tire with rim size bonus*						
For Accelerate, Cruise and Core:			\$25.00	\$17.00	\$15.00	\$-
Retail Merchandising Fund †						
For Accelerate, Cruise and Core:			\$5.00	\$3.00	\$0.00	\$-
Total Incentive Earned ‡						
For Accelerate, Cruise and Core:			\$30.00	\$20.00	\$15.00	\$-

\*Per location within a common owner; rewards earned back to "tire 1" only after Tier 1 is obtained

\*\*Every Accelerate, Cruise or Core tire sold, regardless of volume tier will receive a \$4/tire bonus

† Retail Merchandising Fund is earned per tire as an accrual on volume to be used as permitted

‡ Total Incentive Earned is the combination of the Velocity Program (cash card payment) and Retail Merchandising Fund (accrual for marketing asset reimbursement)



# PROGRAM INCENTIVES

Velocity offers incentives up to \$30 per tire, including earned and accrued Retail Merchandising Fund to further drive your business forward with a dedicated marketing budget for dealer-led brand activities. Product line rewards are based on margin and competitive positioning to drive and promote cross sell of products for a profitable mix. Volume tiers increase payouts to reward dealer loyalty. In addition, the Velocity Program offers rim-size bonuses to sweeten the deal for high-value tires. The product mix is categorized as Accelerate, Cruise, Core, and All Other. Each category offers tires that customers are looking to purchase. Additional perks of the program include select vendor benefits extended to Velocity participants.

### Product line rewards:

Categories by margin and competitive positioning

Accelerate	Cruise	Core	All Other
\$14.00	\$6.00	\$4.00	Rate Only

### Volume tiers:

Increasing payouts to encourage dealer loyalty

Tiers	Minimum Annual Units	Bonus
1 to 7	300 - 3,000	\$0 to +\$7

### Rim size bonus:

Additional sweetener for selling high-volume tires

19" and Up
\$4.00

### \*Retail Merchandising Fund:

Dedicated marketing resources for dealer-led brand activities

Accelerate	Cruise
\$5.00	\$3.00

### Additional perks:

Select vendor benefits will be extended to Velocity participants



## Total incentive (inc. RMF) from \$4 to \$30 per tire

1. "Rate Only" tires count towards a dealer's total program attainment tier but pay \$0

\*RMF is a reimbursement



## RETAIL MERCHANDISING FUND (RMF)

Introducing Retail Merchandising Fund (RMF), a Goodyear managed fund connected directly to the Velocity Program to provide dealer benefits.

What you can expect:

- **Streamlined Management** - Goodyear and our vendor will handle the administration, reducing your workload
- **Impactful Marketing Assets** - You will continue to have access to high-quality, customizable materials to drive sales
- **Support Across Brands** - Leverage impactful marketing resources for specific Goodyear and Cooper products
- **Improved Experience** - Enjoy easier access to tools and reporting for your campaigns
- **Customer Visibility** - Experience enhanced visibility to your Retail Merchandising Fund information via the new dashboard on our [goodyearvelocity.com](http://goodyearvelocity.com) website

Allocating Retail Merchandising Fund as a dealer-managed reimbursement to claim against eligible brand-building products and activities

- Dealers accrue Retail Merchandising dollars based on Velocity program purchases - **\$5/tire for Accelerate** tires and **\$3/tire for Cruise tires**
- Fund can be used **for reimbursement** for eligible expenses for brand-building activities (e.g., Showroom items, POS materials, TSN membership, signage installation, branded & novelties); **Advertising/promotions/discounts are not allowed**
- Retail Merchandising accruals and claim status are **visible in real time via the dashboard**; dealers **have a rolling 12-month window** to submit claims for reimbursement (first-in, first-out accounting)





# ELIGIBLE TIRES

Velocity, driven by Goodyear has you covered with a large selection of products. The product portfolio is a strong mix of Goodyear, Cooper, Kelly, and Starfire tires. Again, the performance incentive categories are Accelerate, Cruise, Core, and All Other. Each category offers tires that customers are looking to purchase.

We are excited to announce that the Endurance® ST tire is counting towards rate starting in 2026.

## PERFORMANCE INCENTIVE CATEGORIES

		Accelerate	Cruise	Core	All Other
ELIGIBLE BRANDS	Goodyear	Assurance WeatherReady® 2 Assurance MaxLife® 2 Assurance MaxLife Wrangler Outbound AT™ Wrangler DuraTrac RT Wrangler Steadfast HT® Wrangler ElectricDrive™ AT Wrangler Boulder MT™ Eagle® F1 All-Season Eagle® F1 Family Eagle Exhilarate® Vector 4Seasons Gen-3	Assurance ComfortDrive® Wrangler® AT Adventure with Kevlar Wrangler DuraTrac® Wrangler® Workhorse® AT 2 Wrangler® Workhorse® AT Wrangler® Workhorse® HT Wrangler® Workhorse® AT C-Type Wrangler® Workhorse® HT C-Type Eagle® Touring Family Eagle® Sport AS Family (ROF & SCT) WinterCommand® Ultra	Assurance® All-Season Wrangler Territory® Family WinterCommand®/LT	Rate Only  Endurance® ST does count for rate. **
	Cooper	Discoverer® STT Pro Discoverer® S/T MAXX™	ProControl® TractionCommand™ Discoverer Road+Trail AT® Discoverer Stronghold AT® Discoverer® Rugged Trek®/LT Discoverer® HT3™ Cobra Instinct®	Endeavor® Endeavor Plus™ Evolution M/T™ Discoverer® Snow Claw®/LT Evolution Winter™	
	Kelly			Edge® Touring Plus Safari® AT Safari® MT Edge® Sport	
	Starfire				



\*Per location within a common owner; rewards earned back to "tire 1" only after Tier 1 is obtained

\*\*Endurance® ST not previously eligible for rate

## PROGRAM REWARDS

The Velocity Program offers many valuable rewards and benefits.

- Access to all eligible brands
- Seamless operation
- Multiple sources of supply
- Enhanced reporting/analytics

Velocity dealers also have the opportunity to become TSN dealers. The program benefits of TSN include:

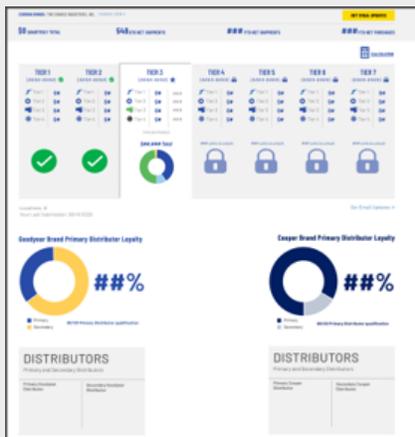
- One umbrella across Goodyear, Cooper, Kelly, and Starfire brands
- Unified dashboards and reporting via Tire-HQ
- Authorized deliveries enabled with signed Independent Dealer Agreement (IDA)
- Continued TSN benefits layered on top of Velocity Program features
- All Velocity dealers are eligible to be TSN dealers if they complete program requirements

Execution of an Independent Dealer Agreement (IDA) is the first step for Velocity dealers who want to deliver on Goodyear's behalf to National Accounts, Government, Car Dealer, and eCommerce. It's required for authorized deliveries under Velocity.



## TRACKING & REPORTS

Keeping track of your progress is easy. Simply join the Velocity Program and gain access to all the reports you need. The shared data can be viewed on simple visual charts and graphs helping you understand your volume and payouts.



[www.goodyearvelocity.com](http://www.goodyearvelocity.com)

## GOODYEAR LEARNING CENTER

Goodyear offers the Goodyear Learning Center (GLC) - a centralized hub for all your training needs. This platform helps you and your team stay informed and maximize program benefits.

Here's what you'll find:

- **Dealer Training Courses** - Learn best practices for selling and servicing Goodyear products
- **Learning Plans** - Dealers can work with their sales specialists to create a customized learning plan
- **On-Demand Access** - Learn at your own pace, anytime, anywhere, 24/7
- **Tracking & Reporting** - Dealers can monitor progress and ensure compliance easily by working with their sales specialist



### BENEFITS OF SIGNING UP

To get started:

- Log in to the Goodyear Learning Center using your dealer credentials
- Complete any required courses for SPIFF eligibility
- Explore optional modules to boost your team's knowledge and sales

For any questions or support about the GLC, reach out to your sales specialist, or email: [glc@goodyear.com](mailto:glc@goodyear.com).

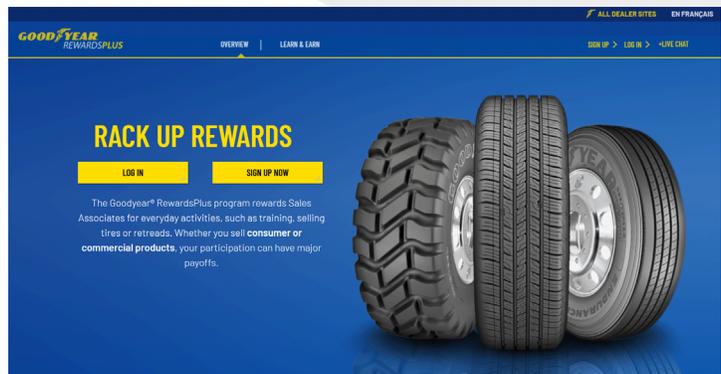
## REWARDSPLUS OVERVIEW

All previous rewards programs will be fully integrated into the Goodyear RewardsPlus program. All SPIFF related training and eligibility will now be managed in one centralized location at [www.gyrewardsplus.com](http://www.gyrewardsplus.com).

Here's what you need to know:

- **Training Gate Integration** - SPIFF eligibility will require completing courses in the GLC
- **New Products In 2026** - Training will be mandatory to earn SPIFF incentives on these products
- **Centralized Access** - All SPIFF trainings, certifications, and tracking available through the GLC
- **Brand Scope** - Applies to Goodyear, Cooper, Kelly, and Starfire brands
- **Geographic Scope** - U.S. only; No changes to Canada

Cooper dealers are now eligible to go on Rewards Plus as a Velocity dealer. Sign up at [www.gyrewardsplus.com](http://www.gyrewardsplus.com).



## **VENDOR PARTNER PROGRAM DISCOUNTS**

Leverage Goodyear's long-standing partnerships through the Goodyear Velocity website to discover a plethora of opportunities designed to help you save, grow, and strengthen your business. Velocity provides you with access to exclusive programs, promotions, and tools that make it easier than ever to maximize your profitability and continue building lasting success.

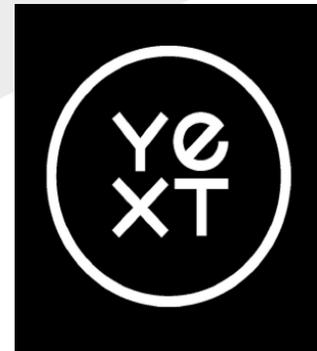
The vendors are:

- **Yext** - Ratings and review management vendor
- **Napa** - Auto parts vendor
- **Sonsio** - Roadside assistance vendor
- **The Karcher Group/TKG** - Customer website manager
- **UniFirst** - Uniform vendor
- **O'Reilly** - Auto parts vendor
- **Innovative Marketing** - Tire wall
- **Taylor Printing** - Point-Of-Sale materials
- **The Group** - Auto parts vendor

To access these vendors and learn more about the benefits they offer visit [www.goodyearvelocity.com](http://www.goodyearvelocity.com).



**THE DIGITAL PARTNER  
FOR MARKET LEADERS**



# GOODYEAR CREDIT CARD PROGRAM

Eligible dealers in the Velocity Program can now offer the Goodyear Credit Card (GYCC) to consumers. Eligible combined program dealers may also offer the Goodyear Credit Card.

The Goodyear Credit Card Program is designed to provide significant benefits to you, your customers, and associates. The program helps drive profitable volume growth and overcome three fundamental business challenges:

## Key program highlights:

1. Attracts new shoppers
2. Keeps shoppers loyal
3. Drives associate engagement



## Benefits:

- More sales with Goodyear Credit Card annual promotions and financing options
- Free Goodyear Credit Card POS materials available via the Taylor Printing website
- The GYCC is accepted at Exxon™ and Mobil™ stations nationwide
- Year-long program support to keep loyal customers returning to your locations
- Convenient, contactless, and immediate application by scanning the QR code to apply (in-store or online)
- Goodyear Credit Card Metrics Dashboard (Access to monthly statistics reports, which summarize program performance data)

## Flexible Financing Options



\*Subject to credit approval. See promotional plan for terms and conditions.

## Earn bonus cash with Ask For Apps!

Associates earn for every new application they generate (approved or denied).



For more information and assistance contact your Goodyear or Citi sales representative.

## ◆ GOODYEAR.COM INSTALLER PROGRAM

Goodyear continues connecting consumers to aligned dealers on the web. A growing number of these consumers are looking for the ability to buy online. Velocity, combined with the Goodyear.com Ecommerce Program enables dealers to be listed on the goodyear.com website as authorized installers and service providers. This connection after the tire purchase enables dealers the opportunity to develop business relationships with potentially new consumers.

Dealer benefits include:

### **New Customers**

- Gain access to new consumers that you may not be capturing today\*
- Opportunity to develop loyal consumers
- No consumer acquisition costs

### **Increased Revenue Opportunities**

- Receive 100% of installation charges (with no administrative fees)
- Receive delivery commission similar to National Accounts\*\*
- Additional service opportunities at the time of installation

\*Note: This program is available for retail customers only, not National Account customers.

\*\*Reference the Goodyear.com Ecommerce Program policy letter for details.



## ◆ NATIONAL ACCOUNT & GOVERNMENT PROGRAM

All dealers on the Velocity Program will be eligible to make deliveries with all four branded Goodyear, Cooper, Kelly, and Starfire with the execution of the Independent Dealer Agreement (IDA). This includes National Accounts, Government accounts, Car Dealer, and eCommerce (Goodyear, Cooper, Kelly).



Important Information:

**Financials** - All credit will process to the Primary Wholesale Distributor (WD) of that brand on all invoices.

**Program Structures** - All deliveries will count for rate and not for payment on the program, eCommerce will pay a flat rate enhancement.

**Requirements** - To process deliveries, dealer will need to execute the Independent Dealer Agreement (IDA), complete other Goodyear requirements and approvals, and meet insurance requirements.

\*Some Government Accounts have additional requirements to engage.

## EXTERIOR SIGNAGE PROGRAM

Goodyear is proud to recognize and support our Velocity dealers. Through our tiered support initiatives, we help drive growth, partnerships, and reward excellence across our network.

To learn more about how your business can benefit from Goodyear's exterior signage program, please contact your local Goodyear representative to learn more.



## EXPRESS TIRE SHIPPING PROGRAM

The Goodyear Express Tire Shipping program offers an expansive selection of more than 40 lines in the premium Eagle tire family, covering everything from all-season performance to run-flat and EV-ready options. This gives your customer's a broad, high-quality portfolio to choose from, backed by Goodyear's racing inspired engineering and brand legacy. For the complete list of supported Eagle lines, simply refer to the full chart available at [www.goodyearvelocity.com](http://www.goodyearvelocity.com).

This program is designed to enhance Goodyear's Supply and provide a customer an alternative in cases when:

The customer does not stock the tire - The primary supply point does not have the inventory or will not be able to ship on your next scheduled delivery in situations where an eligible customer has made a Goodyear tire sale but doesn't have the tire in inventory (and can't find it through normal procedures) -the customer determines if the tire is eligible for TIRE EXPRESS delivery by checking the proper eligibility list and verifying through your Customer Service Representative (CSR). Place orders with Tire-HQ or your CSR for up to four (4) tires per product code per week.

In the Continental U.S.: Your order will be shipped within 24 hours via FedEx Ground Service during business hours. Monday through Thursday. You may also call Goodyear Infolink at 800-755-2772 for more information. Customers under a non-exclusive Goodyear Dealer Agreement that buy direct from Goodyear are eligible to participate in this program.

(These programs, the guidelines or any part thereof can be changed, modified or canceled at any time at Goodyear's sole discretion with or without advance notice.)

## RESOURCES

Velocity Program website:

Access vendor details, contract information and overall program details via the new Velocity website!

The Velocity one pager and program brochure will also be available digitally on the website. Access the Velocity video at anytime, through the new website.

**Join the Velocity Program and take advantage of additional benefits associated with our legacy, sponsorships and innovation.**



For more information about the Velocity Program, visit [www.goodyearvelocity.com](http://www.goodyearvelocity.com).



# VELOCITY

DRIVEN BY **GOODYEAR**



**COOPER  
TIRES**

**KELLY  TIRES**

**Starfire  
TIRES**

\*The Velocity Program and Retail Merchandising Fund (RMF) are subject to change without notice at Goodyear's sole discretion