

Q1 PCR/LTR PAYOUTS

DRIVEN
ASSOCIATE DEALER PROGRAM

LEVEL 1 (PCR/LTR)

UP TO \$3.00 PER TIRE

60 MIN. – 124 MAX.

UNITS PER QUARTER

LEVEL 2 (PCR/LTR)

UP TO \$9.00 PER TIRE

125 MIN. – 249 MAX.

UNITS PER QUARTER

LEVEL 3 (PCR/LTR)

UP TO \$12.00 PER TIRE

250 MIN. – 399 MAX.

UNITS PER QUARTER

LEVEL 4 (PCR/LTR)

UP TO \$13.00 PER TIRE

400 MIN. – 749 MAX.

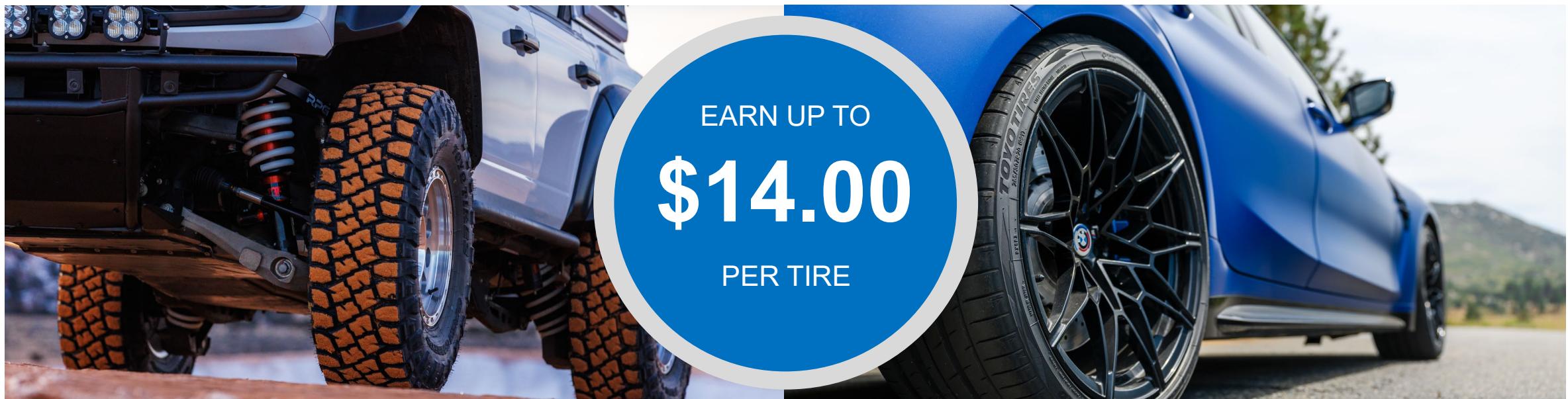
UNITS PER QUARTER

LEVEL 5 (PCR/LTR)

UP TO \$14.00 PER TIRE

750+

UNITS PER QUARTER



2026 Q1 (JAN 1ST – MAR 31ST)

- Claim submission deadline is April 15th.
- Payment via prepaid Mastercard® or direct deposit ACH.

PRIMARY PURCHASE COMPLIANCE (PPC)

- Purchase at least 60 PCR/LTR units (or 50 TBR units) per quarter.
- At least 75% of units per quarter must be purchased through your Primary dealer. Visit dealerportal.toyotires.com for more details.

PCR/LTR ANNUAL VOLUME BONUS (AVB)

- You may be eligible for up to \$4.00 add'l. per tire.
- For more info, visit dealerportal.toyotires.com or contact your Toyo Tires Regional Sales Manager.



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Eligible products and payouts may vary by quarter. Toyo Tire U.S.A. Corp. reserves the right to modify or cancel all or part of this program and guidelines at any time. ©2026 Toyo Tire U.S.A. Corp. **NOTE: Adherence to the "Do Not Sell List" is mandatory.**

Q1 TBR PAYOUTS

DRIVEN
ASSOCIATE DEALER PROGRAM

LEVEL 1 (TBR)

UP TO \$12.00 PER TIRE

50 MIN. – 99 MAX.

UNITS PER QUARTER

LEVEL 2 (TBR)

UP TO \$16.00 PER TIRE

100 MIN. – 149 MAX.

UNITS PER QUARTER

LEVEL 3 (TBR)

UP TO \$20.00 PER TIRE

150 MIN. – 199 MAX.

UNITS PER QUARTER

LEVEL 4 (TBR)

UP TO \$25.00 PER TIRE

200+

UNITS PER QUARTER



2026 Q1 (JAN 1ST – MAR 31ST)

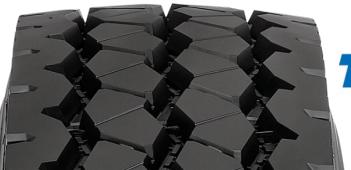
- Claim submission deadline is April 15th.
- Payment via prepaid Mastercard® or direct deposit ACH.

PRIMARY PURCHASE COMPLIANCE (PPC)

- Purchase at least 50 TBR units (or 60 PCR/LTR units) per quarter.
- TBR unit purchases are not subject to the PPC. Visit dealerportal.toyotires.com for more details.

TBR ANNUAL VOLUME BONUS (AVB)

- You may be eligible for up to \$5.00 add'l. per tire.
- For more info, visit dealerportal.toyotires.com or contact your Toyo Tires Regional Sales Manager.



TOYO
TIRES®

Q1 PCR/LTR/TBR PAYOUTS

DRIVEN
ASSOCIATE DEALER PROGRAM

UNITS PER QUARTER

LEVEL 1 (MIN. – MAX)

- PCR/LTR: 60 – 124
- TBR: 50 – 99

LEVEL 2 (MIN. – MAX)

- PCR/LTR: 125 – 249
- TBR: 100 – 149

LEVEL 3 (MIN. – MAX)

- PCR/LTR: 250 – 399
- TBR: 150 – 199

LEVEL 4 (MIN. – MAX)

- PCR/LTR: 400 – 749
- TBR: 200+

LEVEL 5 (MIN.)

- PCR/LTR: 750+
- TBR: N/A

Q1 PAYOUTS PER LEVEL

Pattern	Level 1	Level 2	Level 3	Level 4	Level 5	Pattern	Level 1	Level 2	Level 3	Level 4	Level 5	Pattern	Level 1	Level 2	Level 3	Level 4	Level 5
Extensa A/S II	\$2.00	\$7.00	\$8.00	\$10.00	\$12.00	Celsius II	\$2.00	\$7.00	\$8.00	\$10.00	\$12.00	Open Country H/T II	\$3.00	\$8.00	\$9.00	\$10.00	\$12.00
Extensa HP II	\$2.00	\$7.00	\$8.00	\$10.00	\$12.00	Celsius Sport	\$2.00	\$7.00	\$8.00	\$10.00	\$12.00	Open Country H/T	\$3.00	\$8.00	\$9.00	\$10.00	\$12.00
Proxes Sport A/S+	\$2.00	\$5.00	\$6.00	\$7.00	\$8.00	Celsius Cargo	\$2.00	\$5.00	\$6.00	\$7.00	\$8.00	Open Country C/T	\$3.00	\$5.00	\$6.00	\$7.00	\$8.00
Proxes Sport A/S	\$2.00	\$5.00	\$6.00	\$7.00	\$8.00	H08+	\$2.00	\$5.00	\$6.00	\$7.00	\$8.00	Open Country A/T III	\$3.00	\$9.00	\$12.00	\$13.00	\$14.00
Proxes Sport	\$2.00	\$5.00	\$6.00	\$7.00	\$8.00	M-55	\$1.00	\$2.00	\$3.00	\$4.00	\$5.00	Open Country A/T III EV	\$3.00	\$5.00	\$8.00	\$9.00	\$10.00
Proxes Sport 2	\$2.00	\$5.00	\$6.00	\$7.00	\$8.00	M655 light truck	\$1.00	\$2.00	\$3.00	\$4.00	\$5.00	Open Country M/T	\$3.00	\$9.00	\$12.00	\$13.00	\$14.00
Proxes ST III	\$2.00	\$3.00	\$4.00	\$5.00	\$6.00	Open Country SxS	\$1.00	\$2.00	\$3.00	\$4.00	\$5.00	Open Country R/T	\$3.00	\$9.00	\$12.00	\$13.00	\$14.00
All Winter	\$2.00	\$3.00	\$4.00	\$5.00	\$6.00	Open Country Q/T	\$3.00	\$8.00	\$9.00	\$10.00	\$12.00	Open Country R/T Trail	\$3.00	\$9.00	\$12.00	\$13.00	\$14.00
All Orig. Equip.	\$1.00	\$2.00	\$3.00	\$4.00	\$5.00	All Commercial	\$12.00	\$16.00	\$20.00	\$25.00	N/A	Open Country R/T Pro	\$3.00	\$9.00	\$12.00	\$13.00	\$14.00

2026 Q1 (JAN 1ST – MAR 31ST)

- Claim submission deadline is April 15th.
- Payment via prepaid Mastercard® or direct deposit ACH.

PRIMARY PURCHASE COMPLIANCE (PPC)

- Purchase at least 50 TBR units or 60 PCR/LTR units per quarter.
- At least 75% of units per quarter must be purchased through your Primary dealer, excludes TBR unit purchases. Visit dealerportal.toyotires.com for more details.

ANNUAL VOLUME BONUS (AVB)

- You may be eligible for up to \$5.00 add'l. per tire.
- For more info, visit dealerportal.toyotires.com or contact your Toyo Tires Regional Sales Manager.

QUARTERLY BONUS AWARD (400+ UNITS): 150 IN DRIVEN DOUGH TO PURCHASE MERCHANDISE AND POP ON THE DEALER PORTAL.



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PCR/LTR ANNUAL VOLUME BONUS

DRIVEN
ASSOCIATE DEALER PROGRAM

LEVEL 1 (PCR/LTR)

\$1.00 BONUS PER TIRE

**3,000 MIN. – 5,999 MAX
UNITS PER YEAR**

LEVEL 2 (PCR/LTR)

\$2.00 BONUS PER TIRE

**6,000 MIN. – 8,999 MAX
UNITS PER YEAR**

LEVEL 3 (PCR/LTR)

\$3.00 BONUS PER TIRE

**9,000 MIN. – 11,999 MAX
UNITS PER YEAR**

LEVEL 4 (PCR/LTR)

\$4.00 BONUS PER TIRE

**12,000 PLUS
UNITS PER YEAR**



2026 (JAN 1ST – DEC 31ST)

- Only units purchased from Q1 2026 – Q4 2026 are eligible.
- All PCR/LTR units will be combined for the Annual Volume Bonus.
- Payment will be made in February 2027 via prepaid Mastercard® or direct deposit ACH.
- For more info, visit dealerportal.toyotires.com or contact your Toyo Tires Regional Sales Manager.

PRIMARY PURCHASE COMPLIANCE (PPC)

- Must be compliant with 75%/25% allocation in each quarter of 2026.
- At least 75% of units per quarter must be purchased through your Primary dealer.
- No more than 25% of units per quarter should be purchased through your Secondary dealer.



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TBR ANNUAL VOLUME BONUS

DRIVEN
ASSOCIATE DEALER PROGRAM

LEVEL 1 (TBR)

\$2.50 BONUS PER TIRE

800 MIN. – 1,199 MAX
UNITS PER YEAR

LEVEL 2 (TBR)

\$5.00 BONUS PER TIRE

1,200 PLUS
UNITS PER YEAR



2026 (JAN 1ST – DEC 31ST)

- Only units purchased from Q1 2026 – Q4 2026 are eligible.
- All TBR units will be combined for the Annual Volume Bonus.
- Payment will be made in February 2027 via prepaid Mastercard® or direct deposit ACH.
- For more info, visit dealerportal.toyotires.com or contact your Toyo Tires Regional Sales Manager.

PRIMARY PURCHASE COMPLIANCE (PPC)

- TBR unit purchases are not subject to the PPC. Visit dealerportal.toyotires.com for more details.



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