

# 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.**

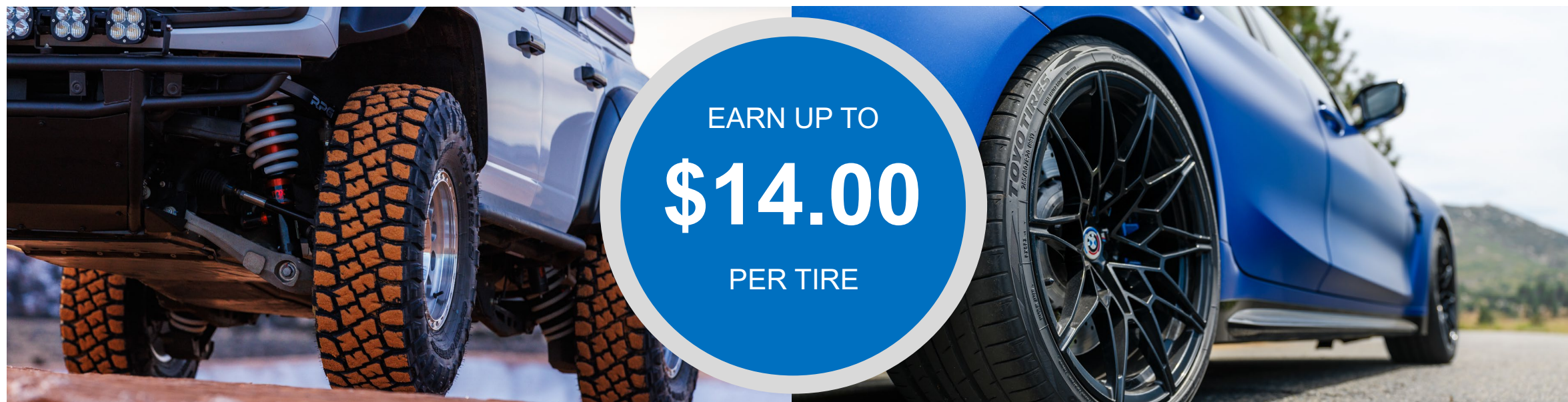
UNITS PER QUARTER

## LEVEL 5 (PCR/LTR)

UP TO **\$14.00** PER TIRE

**750+**

UNITS PER QUARTER



## 2026 Q1 (JAN 1<sup>ST</sup> – MAR 31<sup>ST</sup>)

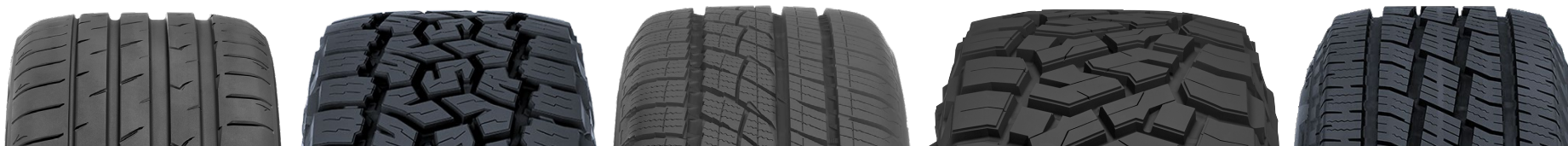
- Claim submission deadline is April 15<sup>th</sup>.
- Payment via prepaid Mastercard® or direct deposit ACH.

## 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](https://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](https://dealerportal.toyotires.com) or contact your Toyo Tires Regional Sales Manager.



**TOYO  
TIRES**

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 1<sup>ST</sup> – MAR 31<sup>ST</sup>)

- Claim submission deadline is April 15<sup>th</sup>.
- 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](https://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](https://dealerportal.toyotires.com) or contact your Toyo Tires Regional Sales Manager.



**TOYO**  
**TIRES**

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# Q1 PCR/LTR/TBR PAYOUTS

## 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
Extensa A/S II	\$2.00	\$7.00	\$8.00	\$10.00	\$12.00
Extensa HP II	\$2.00	\$7.00	\$8.00	\$10.00	\$12.00
Proxes Sport A/S+	\$2.00	\$5.00	\$6.00	\$7.00	\$8.00
Proxes Sport A/S	\$2.00	\$5.00	\$6.00	\$7.00	\$8.00
Proxes Sport	\$2.00	\$5.00	\$6.00	\$7.00	\$8.00
Proxes Sport 2	\$2.00	\$5.00	\$6.00	\$7.00	\$8.00
Proxes ST III	\$2.00	\$3.00	\$4.00	\$5.00	\$6.00
All Winter	\$2.00	\$3.00	\$4.00	\$5.00	\$6.00
All Orig. Equip.	\$1.00	\$2.00	\$3.00	\$4.00	\$5.00

Pattern	Level 1	Level 2	Level 3	Level 4	Level 5
Celsius II	\$2.00	\$7.00	\$8.00	\$10.00	\$12.00
Celsius Sport	\$2.00	\$7.00	\$8.00	\$10.00	\$12.00
Celsius Cargo	\$2.00	\$5.00	\$6.00	\$7.00	\$8.00
H08+	\$2.00	\$5.00	\$6.00	\$7.00	\$8.00
M-55	\$1.00	\$2.00	\$3.00	\$4.00	\$5.00
M655 light truck	\$1.00	\$2.00	\$3.00	\$4.00	\$5.00
Open Country SxS	\$1.00	\$2.00	\$3.00	\$4.00	\$5.00
Open Country Q/T	\$3.00	\$8.00	\$9.00	\$10.00	\$12.00
All Commercial	\$12.00	\$16.00	\$20.00	\$25.00	N/A

Pattern	Level 1	Level 2	Level 3	Level 4	Level 5
Open Country H/T II	\$3.00	\$8.00	\$9.00	\$10.00	\$12.00
Open Country H/T	\$3.00	\$8.00	\$9.00	\$10.00	\$12.00
Open Country C/T	\$3.00	\$5.00	\$6.00	\$7.00	\$8.00
Open Country A/T III	\$3.00	\$9.00	\$12.00	\$13.00	\$14.00
Open Country A/T III EV	\$3.00	\$5.00	\$8.00	\$9.00	\$10.00
Open Country M/T	\$3.00	\$9.00	\$12.00	\$13.00	\$14.00
Open Country R/T	\$3.00	\$9.00	\$12.00	\$13.00	\$14.00
Open Country R/T Trail	\$3.00	\$9.00	\$12.00	\$13.00	\$14.00
Open Country R/T Pro	\$3.00	\$9.00	\$12.00	\$13.00	\$14.00

### 2026 Q1 (JAN 1<sup>ST</sup> – MAR 31<sup>ST</sup>)

- Claim submission deadline is April 15<sup>th</sup>.
- 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](https://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](https://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.**



# 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 1<sup>ST</sup> – DEC 31<sup>ST</sup>)

- 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](https://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.



**TOYO**  
**TIRES**

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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

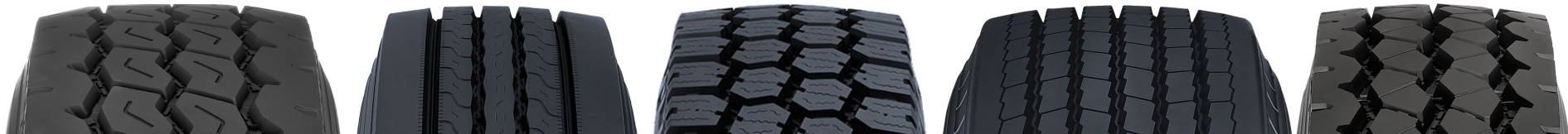


## 2026 (JAN 1<sup>ST</sup> – DEC 31<sup>ST</sup>)

- 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](https://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](https://dealerportal.toyotires.com) for more details.



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**TIRES**

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