

ELEVATE CASH REWARDS®

Maximize your margin with Elevate Cash Rewards®! Elevate Cash Rewards® is a brand-driven rebate program designed to put more money in your pocket.



To get started, fill out the Enrollment Application on ElevateTires.com.



Purchase qualifying brands and achieve payout levels.



Receive your quarterly rewards via your preferred payment method each quarter.



All dealers are eligible for Level 1, to qualify for Level 2 and above payouts they must be enrolled in assigned manufacturer Associate Dealer Program as a primary distributor.

BRAND	TREAD TYPE	ALL DEALERS ELIGIBLE					PROGRAM REQUIRED
		LVL 1 (50)	LVL 2 (150)	LVL 3 (300)	LVL 4 (500)	LVL 5 (1000+)	
MILESTAR® TIRES	ENHANCED	\$4	\$6	\$8	\$10	\$12	Momentum
	CORE	\$2	\$3	\$4	\$5	\$6	Momentum
CELIMO® TIRES	PASSENGER	VQ*	\$1			\$2	Momentum Tier 2
	LIGHT TRUCK	VQ*	\$1	\$2		\$4	Momentum Tier 2
WEST LAKE® TIRES	ALL TREADS	VQ*	\$1	\$2		\$3	Momentum Tier 2
Continental		\$3	\$4	\$5		\$6	Gold
GENERAL TIRE		\$2	\$3	\$4		\$5	Gold
TOYO TIRES®		\$3	\$4	\$5		\$6	Driven
NOKIAN® TYRES		\$2	\$3	\$4		\$5	Pioneer

To qualify for Elevate Cash Rewards® payout, dealers must be enrolled in the Elevate program and purchase a minimum of 50 units per quarter of qualifying P/LT units in the eligible brands listed above. Each quarter stands alone for base program calculation. Calculations are done by location. Enhanced payouts above Level 1 require primary enrollment and program compliance with each Associate Dealer program; corresponding programs are listed above in line with appropriate brands. Volume Qualifying brands require Momentum Tier 2 in order to start earning rewards.

*Volume Qualifier

YEARLY VOLUME BONUS:

\$10,000 MINIMUM CASH BONUS

(for each location achieving the 2,000 Milestar unit yearly goal)

HOW TO EARN IT

THE RATE:

**EARN
\$5/PER
MILESTAR
UNIT**

THE GOAL:

**2000
MILESTAR UNITS
TOTAL IN 2026**

THE PAYOUT:

**LUMP SUM
PAYMENT
DELIVERED WITH
YOUR Q4 2026
ELEVATE PAYOUT!**

MISS YOUR QUARTERLY GOAL? NO PROBLEM

You don't need to hit 500 units perfectly every time. As long as the TOTAL hits 2,000 by Dec 31st, you qualify.



**=2000
UNITS**

NEW DEALERS: If you join Elevate/Momentum mid-year, your goal is prorated. Example: Join in Q3 → 1,000 units needed (Q3 + Q4 at Tier 4 level).

**SIGN UP
TODAY!** →



ELEVATE
CASH REWARDS®



**MILESTAR
MOMENTUM**