

# DRIVE YOUR BUSINESS FORWARD FASTER THAN EVER.

# VELOCITY

DRIVEN BY **GOODYEAR**



We're thrilled to announce the upcoming launch of Velocity, Driven By Goodyear on January 1, 2026, a dynamic new indirect dealer program designed to drive your business forward faster than ever. By combining the best of our existing G3X and Medallion programs into one streamlined platform, Velocity simplifies participation and unlocks greater value for our indirect dealer partners. 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 partnership and performance.



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 as an accrual on volume to be used as permitted

‡ Total Incentive Earned is the combination of the Velocity Program and Retail Merchandising Fund (one cash card/one accrual for marketing assets)

## PERFORMANCE REWARDS DETAILS

The Velocity program offers many different tires from Goodyear, Cooper, Kelly and Starfire.

### PERFORMANCE INCENTIVE CATEGORIES

ELIGIBLE BRANDS	Accelerate	Cruise	Core	All Other
Goodyear	Assurance WeatherReady® 2 Assurance MaxLife® 2 Assurance MaxLife WranglerOutbound 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	
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™	Rate Only  Endurance® ST does count for rate. **
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

**VELOCITY**  
DRIVEN BY **GOOD YEAR**