

# NATIONAL PROMOTIONS ANNOUNCEMENT



**GOODYEAR® IS COMMITTED TO KEEP MOVING AHEAD THROUGH BEST-IN-CLASS PRODUCTS, PROGRAMS AND MARKETING SUPPORT. OUR 2024 PROMOTIONS PLAN IS DESIGNED TO DO JUST THAT — BY ARMING YOU WITH COMPETITIVE TIRE OFFERS THAT DRIVE PROFITABLE VOLUME GROWTH.**

## NPP1 2024 PROMOTIONAL EVENT DETAILS (1/1/24 – 3/31/24)

### Promotion Strategy:

- ❑ Drive profitable volume growth by prioritizing tire lines that drive volume, incentivize mix and build margin
- ❑ Support new product launches and capitalize on seasonality
- ❑ Simplify the selling story for store associates with effective rebate levels and Goodyear Credit Card bonus amounts that double the base rebate

### Goodyear Credit Card New Cardholder Offer:

New cardholders get \$25 back when they open a new Goodyear Credit Card on a qualifying tire or automotive service purchase of \$250+ (before tax).



### NPP1 Tire Rebates

TIRE LINE	BRAND	CATEGORY	BASE REBATE	BONUS REBATE	TOTAL REBATE
Assurance WeatherReady®	GY	COMMUTER TOURING	\$100	\$100	\$200
Eagle Exhilarate®	GY	PERFORMANCE			
Assurance ComfortDrive®	GY	COMMUTER TOURING	\$75	\$75	\$150
Eagle® Sport All-Season Family (includes ROF and SCT)	GY	PERFORMANCE			
Eagle® Touring	GY	PERFORMANCE			
Wrangler® All-Terrain Adventure with Kevlar®	GY	ALL-TERRAIN			
Wrangler Steadfast HT®	GY	ALL-TERRAIN			
Assurance MaxLife®	GY	COMMUTER TOURING	\$50	\$50	\$100
Ultra Grip® Series (includes 9+, 8 Perf, Perf+, Perf+SUV, Perf Gen-1, Perf SUV G1, +SUV, ROF)	GY	WINTER			
WinterCommand® Ultra	GY	WINTER			
Winter Maxx® 2	DUNLOP	WINTER			
Winter Maxx® SJ8	DUNLOP	WINTER			
Wrangler® Workhorse® AT (excludes C-Type)	GY	ALL-TERRAIN			
Wrangler® Workhorse® HT (excludes C-Type)	GY	ALL-TERRAIN			
Assurance® All-Season	GY	COMMUTER TOURING	\$25	\$25	\$50

\*Goodyear reserves the right to cancel, modify or change this promotion at any time, without notice. Updated 9.29.23

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Eagle® Sport All-Season Family (includes ROF and SCT)	GY	PERFORMANCE			
Eagle® Touring	GY	PERFORMANCE			
Wrangler® All-Terrain Adventure with Kevlar®	GY	ALL-TERRAIN			
Wrangler Steadfast HT®	GY	ALL-TERRAIN			
Assurance MaxLife®	GY	COMMUTER TOURING	\$50	\$50	\$100
Ultra Grip® Series (includes 9+, 8 Perf, Perf+, Perf+SUV, Perf Gen-1, Perf SUV G1, +SUV, ROF)	GY	WINTER			
WinterCommand® Ultra	GY	WINTER			
Winter Maxx® 2	DUNLOP	WINTER			
Winter Maxx® SJ8	DUNLOP	WINTER			
Wrangler® Workhorse® AT (excludes C-Type)	GY	ALL-TERRAIN			
Wrangler® Workhorse® HT (excludes C-Type)	GY	ALL-TERRAIN			
Assurance® All-Season	GY	COMMUTER TOURING	\$25	\$25	\$50

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### NPP1 Tire Rebates & SPIFF's

TIRE LINE	BRAND	CATEGORY	BASE REBATE	BONUS REBATE	TOTAL REBATE	TIRE ADVISOR SPIFF	TIRE EXPERT SPIFF
Assurance WeatherReady®	GY	COMMUTER TOURING	\$100	\$100	\$200	\$6	\$7
Eagle Exhilarate®	GY	PERFORMANCE					
Assurance ComfortDrive®	GY	COMMUTER TOURING	\$75	\$75	\$150	\$5	\$6
Eagle® Sport All-Season Family (includes ROF and SCT)	GY	PERFORMANCE					
Eagle® Touring	GY	PERFORMANCE					
Wrangler® All-Terrain Adventure with Kevlar®	GY	ALL-TERRAIN					
Wrangler Steadfast HT®	GY	ALL-TERRAIN					
Assurance MaxLife®	GY	COMMUTER TOURING	\$50	\$50	\$100	\$4	\$5
Ultra Grip® Series (includes 9+, 8 Perf, Perf+, Perf+SUV, Perf Gen-1, Perf SUV G1, +SUV, ROF)	GY	WINTER					
WinterCommand® Ultra	GY	WINTER					
Winter Maxx® 2	DUNLOP	WINTER					
Winter Maxx® SJ8	DUNLOP	WINTER					
Wrangler® Workhorse® AT (excludes C-Type)	GY	ALL-TERRAIN					
Wrangler® Workhorse® HT (excludes C-Type)	GY	ALL-TERRAIN					
Assurance® All-Season	GY	COMMUTER TOURING	\$25	\$25	\$50	\$3	\$4

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Wrangler® All-Terrain Adventure with Kevlar®	GY	ALL-TERRAIN					
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