

START-UP KIT

When you join a Goodyear® Dealer Program, you will receive a Start-Up Kit containing fundamental tools designed to help you effectively sell Goodyear, Dunlop® and Kelly® tires.



Data Book/OE Fitment Guide

MULTI-BRAND MATERIALS:

- (1) Store Hours Window Cling
- (1) Data Book – All Brands
- (1) National Account Manual
- (1) National Account Price List
- (1) Program Description Manual
- (1 pkg) Adjustment Claim Forms
- (1 roll) Adjustment Tire Labels
- (1) Adjustment Procedure Guide
- (1 pad) Tire Registration Cards
- (1 pkg) Warranty Brochures



Illuminated Signs

GOODYEAR MATERIALS:

- (1) Goodyear Banner (3' x 8')
- (2) Goodyear Tire Stack Covers
- (1) Goodyear Pennant String
- (1) Goodyear Illuminated Sign
- (4) Goodyear Tire Centers – 18-5/8"



A Good Deal On A Great Tire®

Banners

DUNLOP MATERIALS:

- (1 pkg) Dunlop Warranty Brochures
- (2) Dunlop Tire Centers 18-5/8"
- (1) Dunlop Banner



Store Hours Window Cling



Tire Stack Cover

KELLY MATERIALS:

- (1 pkg) Kelly Warranty Brochures
- (2) Kelly Tire Centers
- (1) Kelly Banner



Tire Centers

INFORMATION AND ASSISTANCE:

Please contact your Goodyear Sales Representative.



Pennant String

