

# POINT-OF-SALE INCENTIVE (POSI)

Dealers earn a 1% rebate on all reported Goodyear®, Dunlop® and Kelly® tire sell-out data to the end user. Using third-party assistance, data is collected that provides Goodyear with valuable information which can be used to improve forecasting and future incentives as well as provide insights into the marketplace and retail/wholesale activities. This program is a requirement for Tire & Service Network and Commercial Tier & Service Network participants.

## DATA COLLECTED FOR INTERNAL USE ONLY:

- Goodyear, Dunlop and Kelly tire sell-out data
- Files must be submitted daily
- Key fields, including date, non-sig, product code, quantity, sale price, ZIP code of consumer as well as vehicle make, model and year

## VALUE OF SELL-OUT DATA:

- Provides insights into the marketplace
- Enhances understanding of retail/wholesale activity
- Helps Goodyear set a baseline for growth programs
- Can be used to forecast sales

## INFORMATION AND ASSISTANCE:

Please contact your Wholesale Distributor, Goodyear Sales Representative or POSI Policy letter for more information.

For Technical User Assistance:  
Contact AutoPoint f.k.a. DMEautomotive, LLC at:  
Email: [GYSupport@autopoint.com](mailto:GYSupport@autopoint.com)  
Phone: 386-271-3502 OR 888-395-2989