

THE GOODYEAR.COM ECOMMERCE PROGRAM

For years, Goodyear has been connecting consumers to aligned Goodyear retailers on the web. A growing number of these consumers are looking for the ability to buy online. Goodyear is teaming up with its retailer and wholesale distribution networks to make it possible for consumers to buy tires online at Goodyear.com and have them installed at an authorized Goodyear retailer. The Goodyear.com Ecommerce Program enables our aligned tire retailers to become authorized service providers for these online purchasers and develop a relationship with new consumers.

DEALER BENEFITS

New Consumers



- » Gain access to new consumers that you may not be capturing today *
- » Opportunity to develop loyal consumers
- » No consumer acquisition costs

Increased Revenue Opportunities



- » Receive 100% of installation charges (with no administrative fees)
- » Receive delivery commission similar to National Accounts **
- » Additional service opportunities at the time of installation

* Note: This program is available for retail customers only, not National Account customers.

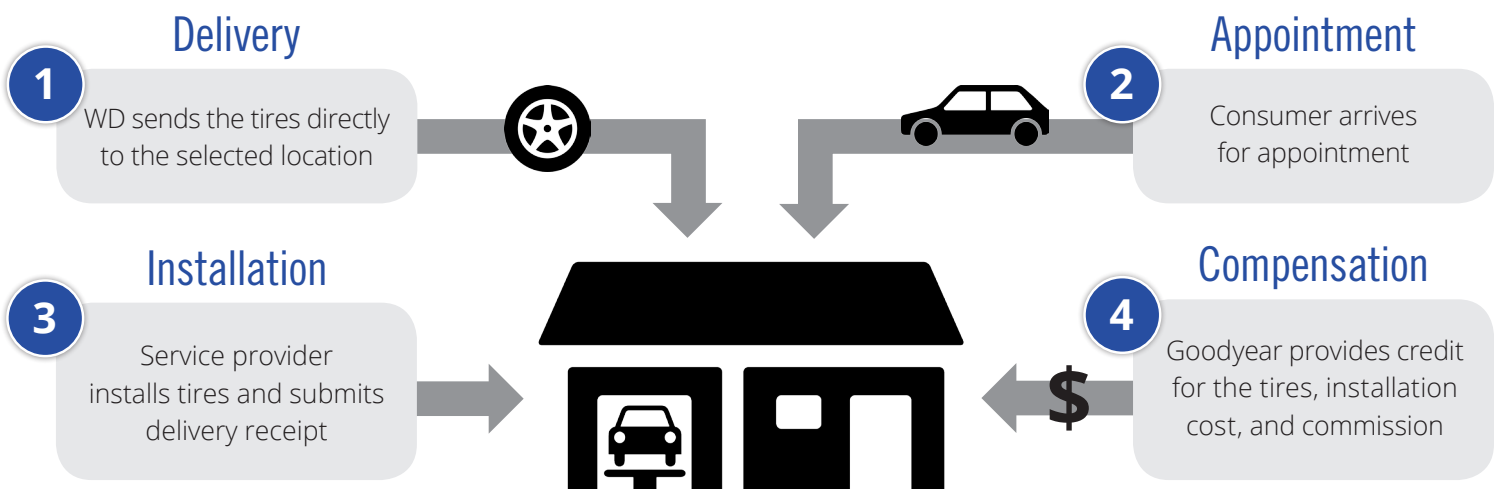
** Reference the Goodyear.com Ecommerce Program policy letter for details.

HOW DOES IT WORK?

Consumer Transaction



A consumer selects their tires and local service provider, then requests an appointment date and time. The consumer makes their purchase on Goodyear.com. The service provider is notified that an appointment has been requested.



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INSTALLATION SERVICES

	PRODUCT CODE	QTY.	PARTS	LABOR	TOTAL
INSTALLATION PACKAGES					
GYCOM Installation Package - Tier 1 Includes mounting and computer high speed balance	044 357	Each	5.00	13.95	18.95
GYCOM Installation Package - Tier 2 Includes mounting and computer high speed balance	044 358	Each	5.70	18.25	23.95
GYCOM Installation Package - Tier 3 Includes mounting and computer high speed balance	044 359	Each	6.70	22.25	28.95
ADDITIONAL FEES & SERVICES					
GYCOM Tire Disposal Fee Includes environmentally approved disposal	046 605	Each	0.00	2.00	2.00
GYCOM Run Flat Tire Service Charge Includes additional labor to mount / dismount Run Flat tires	044 609	Each	0.00	7.00	7.00
GYCOM TPMS Kit Includes valve cap, valve core, grommet and nut	040 475	Each	2.00	4.00	6.00

HOW DO I SIGN UP?



Signing up for the Goodyear.com Ecommerce Program is easy and offered at no cost to you! Log onto Tire-HQ, click on the "Goodyear Websites" link and navigate to the "Goodyear.com Ecommerce Program Sign Up" page.

- 1 Select your desired location(s)
- 2 Read and sign the guidelines
- 3 Confirm accuracy of store information
- 4 Submit your application

Have questions?

The Goodyear Customer Service Center is available to help at 1-800-667-8138.