

# BUILT TO LEAD

2021 *U.S. PROGRAM GUIDE*

**GOODYEAR**  
MORE DRIVEN.

**TIRE & SERVICE  
NETWORK**



# TABLE OF CONTENTS

## REIMAGINED RESULTS

- 3 How You Benefit
- 7 2021 Program Costs

## CUSTOMIZED MARKETING PROGRAM

- 9 Customized Marketing Program: 2019 Program Wins
- 11 Six Ways Each Program Is Customized
- 16 National Promotions
- 17 Tire & Service Network Identification Signage
- 18 Dealer Websites
- 19 Traffic-Driving Digital Marketing Campaigns
- 20 Goodyear® Credit Card Program
- 22 Online Reputation & Business Management
- 23 MarketingZone
- 24 Database Marketing (CRM) Program
- 26 RewardsPlus Incentives

## INTEGRATED BUSINESS SOLUTIONS

- 29 Integrated Business Solutions: 2019 Program Wins
- 30 Tire & Service Network Dedicated Website / National Account Discount
- 31 Nationwide Limited Service Warranty Program / Road Hazard Warranty Program
- 32 24/7 Roadside Assistance
- 34 Vendor Programs
- 42 On-Hold Messaging
- 43 In-Store Customer Communications
- 44 In-Store WiFi / In-Store Music
- 45 Goodyear Tire Wall
- 46 Professional Trade Organization Membership / Toll-Free TSN Dealer Locator Phone Number

## COMPREHENSIVE TRAINING

- 49 Comprehensive Training: 2019 Program Wins
- 50 Telephone Mystery Shopper Program
- 51 The Goodyear Learning Center

A black and white photograph of two men in business attire shaking hands. In the background, a large sign reads "GOODYEAR". A large, stylized blue wing graphic is overlaid on the image, extending from the left side towards the right.

# REIMAGINED *RESULTS*

The Goodyear® Tire & Service Network is *ALL NEW FOR 2021*

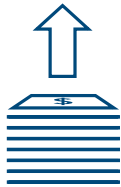
---

The Goodyear Tire & Service Network is designed to support you with best-in-class resources that drive top-line revenue and bottom-line profitability by providing integrated business solutions, comprehensive training and support, and insight-driven marketing programs.

# HOW YOU BENEFIT

We've listened to your feedback and updated the 2021 TSN Program with more customized marketing programs, personnel training and business-building tools that will drive traffic, increase revenue and strengthen your brand. This book is your go-to source for understanding every program, cost and key contact.

## THIS PROGRAM GUIDE CONSISTS OF THREE SECTIONS:



### ***CUSTOMIZED MARKETING PROGRAM***

Marketing programs tailored to  
your business



### ***INTEGRATED BUSINESS SOLUTIONS***

Tools, programs and services designed to  
help your business grow



### ***COMPREHENSIVE TRAINING***

The most up-to-date training to educate  
associates on products, services  
and safety



# GOODYEAR TIRE & SERVICE NETWORK ELIGIBILITY REQUIREMENTS

To maintain Tire & Service Network eligibility and take advantage of the program benefits, you must meet the following criteria. Read through each requirement and check off boxes for the elements that apply to your business today.

<input type="checkbox"/> Comply with executional terms and obligations of <b>Independent Dealer Agreement</b>	<input type="checkbox"/> <b>Purchase at least 1,500 net shipment units</b> of consumer products during any rolling 12-month period	<input type="checkbox"/> Offer and accept the <b>Goodyear Credit Card</b> and actively participate in <b>Goodyear's promotional efforts</b>	<input type="checkbox"/> Deliver to <b>National Accounts</b> within 50 miles of dealer's locations	<input type="checkbox"/> <b>Maintain IT link</b> to Goodyear's third-party POS vendor
<input type="checkbox"/> Participate in <b>Nationwide Service Warranty</b> and accept <b>Road Hazard Warranty Claims</b>	<input type="checkbox"/> Follow <b>Motorist Assurance Program Guidelines</b>	<input type="checkbox"/> Employ <b>at least one ASE-Certified Technician</b> and <b>G3 Tire Expert</b> per location	<input type="checkbox"/> Utilize <b>RewardsPlus</b> and participate in continuous training and learning	<input type="checkbox"/> Display <b>TSN logo</b> at each location in accordance with the <b>Mark License Agreement</b>

<input type="checkbox"/> <b>FULL-SERVICE PROVIDERS</b>
Mounting/Demounting
Flat Repair
Computerized Wheel Balancing, Alignments and Engine Diagnostics
Tire Pressure Monitoring System
Lube, Oil, Filter
Suspension and Steering Systems
Brake Services
Electrical and Electrical Systems

<input type="checkbox"/> <b>PARTIAL-SERVICE PROVIDERS</b>
Mounting/Demounting
Flat Repair
Computerized Wheel Balancing and Alignment
Tire Pressure Monitoring System
Lube, Oil, Filter
Suspension and Steering Systems
Brake Services

Now that you know you're eligible to participate in the Tire & Service Network Program, visit [goodyeartsn.com](http://goodyeartsn.com) or speak with your Goodyear Representative to start enjoying benefits today.

# MECHANICNET DATABASE MARKETING CRM PROGRAM

Supplemental program elements are available at an incremental cost. Contact your Goodyear Representative or the vendor for additional information on the elements below.

Supplemental programs will be billed by Goodyear and included in our monthly TSN Marketing invoice.

PACKAGE OPTIONS	TARGETED NPP & TSN EMAILS	TARGETED NPP & TSN POSTCARDS	SERVICE REMINDER, LAPSED CUSTOMER, ETC., COMMUNICATIONS	TWO CUSTOMIZED, TARGETED EVENT POSTCARDS	MONTHLY INVESTMENT
Cruise Control	Unlimited	1,320	Emails Included	Available (additional cost)	\$275
Growth Accelerator	Unlimited	3,780 Total Postcards		Available (additional cost)	\$397
Full Throttle	Unlimited	3,780 Total Postcards		1,000	\$475

## MULTI-OUTLET DISCOUNTS ARE AVAILABLE TO THOSE WHO QUALIFY.

NUMBER OF LOCATIONS	DISCOUNT %	COST NO WEBSITE	COST WITH WEBSITE
1	0%	\$375.00	\$455.00
2-24	10%	\$337.50	\$409.50
25-49	20%	\$300.00	\$364.00
50-249	30%	\$262.50	\$318.50
250 or more*	*Contact TSN Marketing for cost at TSN_Advertising@goodyear.com		

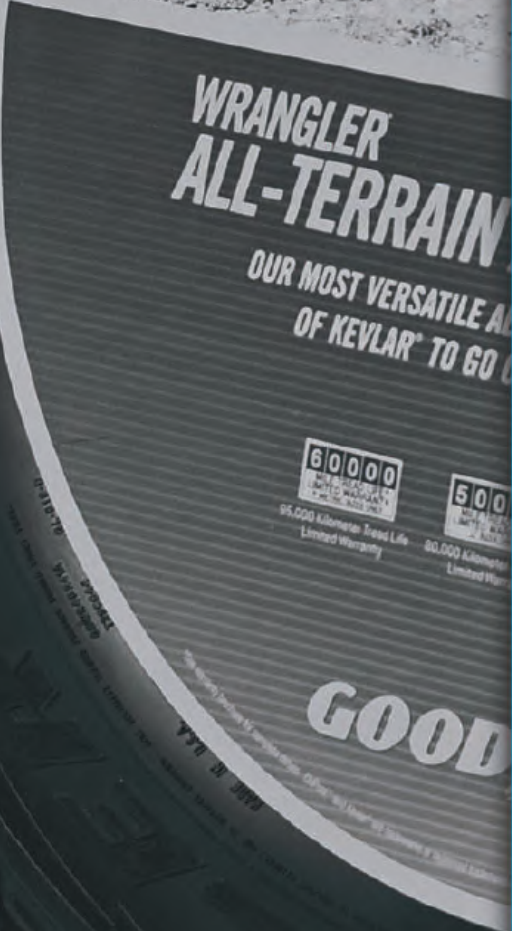
Goodyear reserves the right to modify, discontinue or revise these programs at any time without notice. Any questions requiring interpretation of the program shall be resolved by the program administrator and/or The Goodyear Tire & Rubber Company.

Dealer principals must enroll on behalf of their locations. Dealers agree to participate in the 2021 Goodyear Tire & Service Network Marketing Program and agree to be billed monthly at the cost noted for their selection of services for the full billing period of March 2021 through February 29, 2021. There will be no cancellation until the renewal date. In future years, locations will be automatically enrolled in the selected option. Option can be modified at no cost during the renewal period. Contact your Goodyear Sales Representative for details.

## EXPANSION PROGRAM INCENTIVE

Should you expand your current Tire & Service Network retail footprint and enroll in the Tire & Service Network, your new location will receive the Marketing Program for free for that calendar year. Exceptions apply.\*

\*Exclusions include locations that were removed from the Tire & Service Network Program less than 18 months prior to renewal, any pre-existing locations under the common ownership where retail Tire & Service Network locations exist, the acquisition of existing Tire & Service Network locations and single outlets.



60000  
MILE WARRANTY  
95,000 Kilometer Road Life  
Limited Warranty

500  
MILE WARRANTY  
80,000 Kilometer  
Limited Warranty

GOOD

# 2021 PROGRAM COSTS

**\$375** PROGRAM MONTHLY COST\*

## CUSTOMIZED MARKETING PROGRAM

### NATIONAL PROMOTIONS

### TIRE & SERVICE NETWORK IDENTIFICATION SIGNAGE

### TRAFFIC-DRIVING DIGITAL MARKETING CAMPAIGNS

### GOODYEAR® CREDIT CARD PROGRAM

Reduced MDR Rate on 12-Month Financing

### ONLINE REPUTATION & BUSINESS MANAGEMENT

### MARKETINGZONE

Marketing & Promotions Assets and Templates  
for Custom Advertising

Customizable Social Media Material

Access to Goodyear Sponsorship Assets for  
Use in Approved Advertising Materials

### DATABASE MARKETING (CRM) PROGRAM

### REWARDSPLUS INCENTIVES

## INTEGRATED BUSINESS SOLUTIONS

Tire & Service Network Dedicated Website

National Account Discount

Nationwide Limited Warranty Program

Road Hazard Warranty Program

24/7 Roadside Assistance

Vendor Programs: Rebates, Incentives,  
Pricing Programs

On-Hold Messaging

In-Store Customer Communications

In-Store WiFi

In-Store Music

Goodyear Tire Wall

Professional Trade Organization Membership

Toll-Free TSN Dealer Locator Phone Number

## COMPREHENSIVE TRAINING

### MYSTERY SHOPPER PROGRAM

Telephone Mystery Shopper

### THE GOODYEAR LEARNING CENTER

eLearning (Free Online Courses 24/7):  
Product, Sales, TIA, Raytheon-Service, MAP

WebLive! Instructor-Led Online Training

### POWER UP MINI-TRAINING

**PLUS \$80** INCLUDES ALL PROGRAM SUPPORT PLUS

DEALER WEBSITES

\*Multi-outlet discounts apply. Cost used to offset Goodyear's costs associated with offering program.





# ***CUSTOMIZED*** **MARKETING PROGRAM**

Tire & Service Network Marketing Program

***TAILORED TO YOUR BUSINESS***

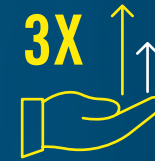
# CUSTOMIZED MARKETING PROGRAM

## 2019 *PROGRAM WINS*



TSN members sold, on average, **3 MORE TIRES PER DAY** than non-TSN dealers.

2019 sell-out data. Source: DME



The overall TSN program brought **3X INCREASED VALUE TO MEMBERS**; making their monthly dues work harder for their locations.

TSN Scorecard ROI/program value calculation



Average TSN rating online is **4.5 OUT OF 5.**

2/10<sup>th</sup> increase from 2019. Source: DAC Group



TSN's dealer events showed a **3X INCREASE IN SELL-OUT** in G3 products year over year.

TSN Tent Sale reporting. Source: SAP

# TWO ROADS. *ONE GOAL.*

We recognize one size does not fit all when it comes to marketing. No one knows your business better than you. Put us in the driver's seat or have us ride shotgun. Either way, we'll work with you to navigate the marketing essentials that will grow your brand and keep your customers coming back.

*CHOOSE THE MARKETING PROGRAM THAT FITS YOUR NEEDS.*



## *GROW WITH GOODYEAR*

Go ahead and put the  
**POWER OF THE GOODYEAR BRAND**  
to work for your business.

The Grow with Goodyear program provides you with a simple way to access Goodyear brand assets, along with a host of intuitive marketing tools. We hand over a framework for success with guidelines vetted and tested by Goodyear that empower you to set an annual marketing plan tailored to your needs. With this wealth of Goodyear-branded resources, we'll save you time and money by giving you turnkey, easy-to-execute marketing campaigns.



Look for the blue Wingfoot for programs that leverage the Goodyear brand as much as possible.



## *BUILD YOUR BRAND*

Leverage a suite of tools to  
**ACCELERATE YOUR MARKETING EFFORTS**  
and watch your brand & business take off.

The Build Your Brand program is designed to amplify your brand marketing efforts by supplying access to a robust suite of enterprise tools, putting you in the driver's seat with winning strategies that give you greater control of your current advertising. Featuring proven training modules, insightful local marketing reports and a library of customizable assets, this platform helps your brand beat the competition with resources that lead to real results.



Look for the gold Wingfoot for programs that focus on your own brand's growth.

**HAVING TROUBLE DECIDING?** Consider your marketing resources: If you don't have a marketing team or the time to invest in creating advertising, the **Grow With Goodyear** option is designed for you. Alternatively, those who want greater customization and sophistication can choose **Build Your Brand**.



# SIX WAYS EACH PROGRAM IS ***CUSTOMIZED***

---



***CUSTOMIZED  
MARKETING INSIGHTS***



***MARKETING CONTENT &  
PROGRAM PORTAL***



***ONLINE REPUTATION  
MANAGEMENT***



***ASSOCIATE ADVOCACY &  
INCENTIVE PROGRAM***



***TARGETED  
MEDIA CAMPAIGNS***



***ON-DEMAND  
SPONSORSHIP ASSETS***



# CUSTOMIZED MARKETING INSIGHTS



## NEW MARKETING INSIGHTS & STRATEGY GUIDE

This guide will deliver bespoke insights and strategy to help you build and execute local marketing plans. Available on MarketingZone and powered by TSN's intelligence network of Valassis, Yext and Goodyear's thought leaders, the Marketing Insights & Strategy Guide will help you drive profitable, sustainable growth.

### ***GROW WITH GOODYEAR***

Goodyear-provided information will be oriented towards how to leverage the Goodyear brand and our sponsorship assets locally.

### ***BUILD YOUR BRAND***

Goodyear-provided information will be focused on using marketing to drive volume and overall business growth.

# MARKETING CONTENT & PROGRAM PORTAL



## GOODYEAR MARKETINGZONE

When you log in to the redesigned MarketingZone homepage, you'll see the content that matters most to you. This site will serve as the central hub for all your TSN marketing needs. Along with a more intuitive and streamlined site design, you will have access to all TSN marketing programs and vendors with the click of a mouse.

### ***GROW WITH GOODYEAR***

Boost your image by leveraging the same assets Goodyear uses to successfully market its brand. Simply plug and play branded photos, videos and ready-to-publish templates directly into your marketing materials.

### ***BUILD YOUR BRAND***

Customize your own advertising and promotions with B-roll footage, product shots and other high-quality assets. With more professional content available, you can build your brand while spending far less in production costs.



# ONLINE REPUTATION MANAGEMENT

## NEW PARTNERSHIP WITH YEXT

Yext will allow you to unlock actionable insights that show how your online review scores compare to your competitors'. As an intuitive and reliable platform, white glove service will be available for those who want to take a hands-on approach to managing their online reputation. With Yext, you have the power to turn positive reviews into topline revenue.

### ***GROW WITH GOODYEAR***

The Yext solution will save you time and make you more informed by providing an easy-to-use, intuitive dashboard. Keep your finger on the pulse with just a glance. Or work directly with Yext to achieve more specific results.

### ***BUILD YOUR BRAND***

Reputation management is the cornerstone of protecting and enhancing your brand. With reviews being left on a range of sites (Yelp, Google, Facebook), every existing online review must be managed to generate new customers. With the Yext platform, you'll gain real-time insight and management tools in a single service included with your TSN fee.

# ASSOCIATE ADVOCACY & INCENTIVE PROGRAM



## AN UPGRADED REWARDSPLUS EXPERIENCE

There are a host of rewards through TSN to keep you and your employees excited. In addition to earning cash SPIFFs for selling Goodyear products, store associates can now also earn and win a number of non-cash prizes including exclusive experiences that can't be found anywhere else.

### ***GROW WITH GOODYEAR***

When you Grow With Goodyear, you and your employees will have access to prizes and rewards that are not available anywhere else. Tickets to the Goodyear Cotton Bowl Classic? Check. Watch a race track-side? You bet. From Goodyear-branded swag, merchandise and experiences, discover rewards big and small for you and your employees to enjoy.\*

### ***BUILD YOUR BRAND***

You and your employees love the thrill of closing every sale. Now, Goodyear will reward them with the opportunity to close more sales and earn even more incentives. From on-site trainings with Goodyear sales and marketing leaders to cash SPIFFs, RewardsPlus is the advocacy program to drive your brand's growth.

\*Prizes and promotions are subject to change or cancellation at Goodyear's sole discretion.



# TARGETED MEDIA CAMPAIGNS



## NEW TURNKEY PROGRAMS WITH VALASSIS DIGITAL

Introducing an exciting new initiative that enables you to execute a targeted digital (or print) campaign with just one phone call. Proven, pre-built digital marketing campaigns enable you to increase your marketing investment effectively – and efficiently.

### ***GROW WITH GOODYEAR*** ***BUILD YOUR BRAND***



You'll have access to campaigns that are pre-built and targeted to Goodyear-vetted consumer targets, which will be easy to choose based on your business objectives. On an annual basis, Goodyear will reevaluate targeting to ensure we're providing you with campaigns that align with your areas of focus.

- 17-inch-plus fitment owners
- Premium tire buyers
- Local fleets
- Consumers who over-index with an affinity for Goodyear
- College football and NASCAR/NHRA enthusiasts to align with Goodyear sponsorships

# ON-DEMAND SPONSORSHIP ASSETS



## PRE-DESIGNED EVENTS IN A BOX READY FOR ACTIVATION

We've packaged another new offering in 2021: pre-designed promotional "events in a box." These are a turnkey way for you to leverage our sponsorship assets in your local markets. Whether it's generating awareness for a tent sale or advertising a weekend sports tailgate on social media, you can now plan and activate an event with greater support and ease.

### ***GROW WITH GOODYEAR***

Harness the power of the Goodyear brand at events in your community and stay positioned as a leader in your local market. Choose from a number of available themes, from college football to NASCAR.



### ***BUILD YOUR BRAND***

Build your brand with the support of Goodyear, using assets from these modular kits to leverage at store events. Plus, take advantage of our expertise to get the most value out of your local sponsorships with new activation strategies.







# NATIONAL PROMOTIONS

Tire & Service Network members benefit year-round from marketing and promotional support that drives consumers to your locations, including national events and Tire & Service Network-exclusive promotions.

Eye-catching point-of-sale materials support promotional events and encourage customers to act now. Additional point-of-sale pieces call attention to the special financing and other benefits available through the Goodyear® Credit Card Program. Customizable elements in the digital sphere such as social posts, videos and web banners expand your ability to reach customers at every point within the shopping journey.



# TIRE & SERVICE NETWORK IDENTIFICATION SIGNAGE

Highly visible store signage projects a professional image and increases awareness of your store. The instantly recognizable signage also helps you capitalize on the strong equity of the Goodyear®, Dunlop and Kelly brands in addition to your status as a Tire & Service Network Member.

## AVAILABLE SIGN STYLES



Illuminated Signs



Monument Signs



TSN Signs



Wall Signs



Letters



Pole Signs

## SIGN PURCHASES INCLUDE

- Pole assemblies
- Installation
- Cost of Dealer trade name and service copy
- Electrical service
- Surveys and permits
- Engineering fees
- Painting
- Insurance
- Metal tracker signs

**NOTE:** Brand signs are provided at Goodyear's expense and remain the property of The Goodyear Tire & Rubber Company. Goodyear does not pay for the mounting items for the signs; these are available at an additional cost to the Dealer. Dealers are responsible for sign maintenance and repairs.

## STORE SIGNAGE+

You can also purchase additional materials designed to identify your location as a Goodyear Tire & Service Network participant. To purchase, contact **Imagine Print Solutions** at **866.263.3316** or email **GoodyearHelpDesk@imagineps.com**.

## TSN WELCOME KIT

- Warranty brochures
- Warranty poster
- Network promise poster
- Tire & Service Network window cling
- Independently Owned and Operated window cling
- Goodyear POS marketing materials (\$120 value)

**INFORMATION AND ASSISTANCE** | Contact your **Goodyear Sales Representative** or **Wholesale Distributor**.

# DEALER WEBSITES

PLUS \$80 

Tire & Service Network dealer websites are built to drive qualified, ready-to-buy leads to your store. Each dealer works with a dedicated Marketing Consultant who will review your analytics and leads, help ensure that your website stays updated, and provide you with information on internet best practices, giving you an educated partner in maintaining your site.

## NEW FEATURES



**Responsive Design** now live on all TSN dealer websites



**Certifications** now link to reasons shoppers should find them valuable



**Mobile Call-To-Action Bar** to drive traffic to call your store and to the lead forms on your site



**Product Videos** now available for shoppers to learn more about specific tires

Optimization efforts will continue to be made in 2021 to help grow traffic and improve the customer experience on your website. **These efforts include:**

### Robust Pricing Features Available to Fit Your Unique Needs

MAP settings for pricing compliance & competitive advantages; connections with your G3X supplier to pull inventory & pricing; low-to-high price sort results in the tire catalog.

### Multiple Layouts Designed to Drive Leads

Allowing you to simultaneously brand your business & promote your alliance with the TSN program.

### Automatic Tire & Service Promotions

Promotions are kept up to date and integrated with the tire catalog to ensure your customers are aware of any rebates available for the tires they are shopping for.

### Monthly Analytics and Leads Reporting

Monitor your site's activity with an easy-to-read monthly report emailed directly to you.

### Optimized Mobile Site

Traffic continues to increase on mobile devices, and your TSN mobile website is built specifically to capture more of those customers.

### News Page Automatically Updated

Twice a month your news page is updated with relevant content to keep your shoppers' interest and add value to your site.

---

**In the first six weeks of launching the Responsive program,  
CUSTOMER TRAFFIC INCREASED ON AVERAGE BY 10% across the TSN platform.**

---

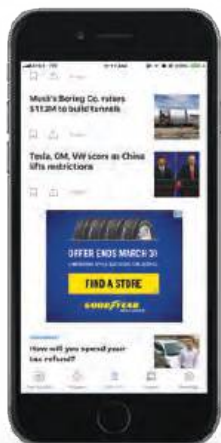
**INFORMATION AND ASSISTANCE** | Contact TCS at 888.449.8473.

Source: TCS Website Traffic Results

# TRAFFIC-DRIVING DIGITAL MARKETING CAMPAIGNS

In 2021, we are continuing to deliver paid media campaigns that leverage the combined NPP tire and TSN service rebates. The objective of these campaigns is to drive in-market consumers into TSN stores to purchase tires and have their vehicles serviced. Here's a recap of our two biggest campaigns in 2019:

## TSN 1: FEBRUARY – MARCH



This campaign included digital banner ads, like the previous two campaigns, but also 15-second Over-the-Top ads (OTT) run through Connected Television (CTV). With CTV, we can serve OTT campaigns on streaming services (think Hulu and Netflix), intercepting the growing audience of people who have cut from cable. We delivered **55 million-plus impressions** (5 million on streaming TV). This campaign drove a **14.9% increase** in store traffic versus the control group.

## TSN 2: AUGUST – SEPTEMBER



Based on a pilot program we tested in 2018, our approach for this campaign was to only target consumers who are shopping for 17-inch or larger tires. Why? Because we know that these larger rim sizes tend to require high-value-add tires, bringing higher-value shoppers into your stores. As with all TSN marketing campaigns, our ads were geo-targeted to consumers within 5 miles of each TSN location. The result? **77 million impressions**, driving 329,000 shoppers into TSN stores.



# THE CARD THAT GETS YOU THERE



## GOODYEAR® CREDIT CARD PROGRAM

The Goodyear Credit Card program is designed to provide many great benefits to you, your customers and your associates.

### BENEFITS



Lower merchant discount rates than other bank cards



Increase customer loyalty through Credit Card sales



More sales with Goodyear Credit Card promotions and financing options



Special Goodyear Credit Card promotions throughout the year



Incentivize employees with year-long Ask For Apps Program



Free Goodyear Credit Card POS materials available via the Imagine Print Solutions website

## WHAT IT MEANS FOR YOU

### AVERAGE SPEND\*

4X

BANK  
CARD



The average first purchase of a Goodyear Credit Cardholder is **4X LARGER** than those who paid with a bank card.

2.7X

BANK  
CARD



TSN locations generate **2.7X HIGHER GYCC SALES** and **3X MORE TRANSACTIONS** per active location than Non-TSN dealer locations.

5X

BANK  
CARD



In ZIPs having both TSN & Non-TSN locations, 82% of GYCC sales come from TSN locations; **4.5X HIGHER SALES** and **5X HIGHER TRANSACTIONS** per active location in common ZIPs.

### FREQUENCY\*

2.4X

BANK  
CARD



GYCC holders make **2.4X MORE PURCHASES** after their first purchase compared to those using a bank card.

32%



**32%** of shoppers who visit a TSN location have been **ACTIVE FOR 5+ YEARS**. They keep and use their card for tires and service regularly.

24%



On average, shoppers visit a TSN location **24% MORE OFTEN** than Non-TSN locations.

In addition to offering flexible financing options on purchases of \$250 or more, Goodyear Tire & Service Network members enjoy additional Goodyear Credit Card benefits.

### “DEALER CHOICE” DEALER MARKETING PORTAL EMAILS

Send customers personalized promotional offers, which include your business logo, address and phone number. As a TSN dealer, you are automatically enrolled into Dealer Choice campaigns held in April and October.

### MONTHLY CONSUMER GOODYEAR CREDIT CARD STATEMENT COUPONS

As part of the TSN Program, cardholders will receive special coupons in their Goodyear Credit Card statements encouraging repeat business.

### CONSUMER EMAIL CAMPAIGNS

Open To Buy and Use It Or Lose It emails inform your customers of the most current promotion and their available balance to keep accounts active and loyal customers returning to your location.

### GOODYEAR CREDIT CARD METRICS DASHBOARD

Access to monthly statistics reports for your Goodyear Credit Card performance data. Log in to Tire-HQ and select Dealer Programs or G3X Marketing Unit & Mix Report.

**INFORMATION AND ASSISTANCE** | Contact your **Goodyear Sales Representative** or **Wholesale Distributor**.

\*Source: Citibank Goodyear Credit Card Purchase Data

# ONLINE REPUTATION & BUSINESS MANAGEMENT

With the industry-leading Publisher Network, you get direct connections to all the places consumers seek answers, including Google®, Amazon Alexa®, YELP®, Bing®, Facebook®, TripAdvisor®, Uber®, and more. Yext ensures your business information is present, consistent, accurate, and up to date; putting you in the best possible position to capture new foot traffic when someone needs tires.

## BENEFITS



### Great Control at Scale

Yext Listings puts you in control of your dealer data across 100-plus digital services globally, like maps, apps, digital assistants, search engines, GPS systems, and social networks



### Improved Search Ranking

Companies that consistently respond to reviews, have a higher number of reviews, and who experience a 4.0 or higher average star rating are more trustworthy to sites like Google and Maps



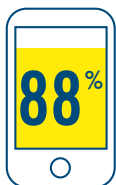
### Update Speed

In the event your store(s) close(s) suddenly for an unexpected reason like bad weather, customers (and search engines) can trust the business hours they find on the web are accurate and up to date



### Better Rankings

Through a centralized interface, you can manage all of your reviews in one place and mitigate exposure from a few scattered detractors



of searches for local businesses on a mobile device either call or visit the business within 24 hours\*



of searchers will pick businesses on the first page of local search results\*\*

**INFORMATION AND ASSISTANCE** | Contact **Yext** through your **Goodyear Sales Rep** or visit [www.GoodyearMarketingZone.com](http://www.GoodyearMarketingZone.com)

\*Source: Nectafy

\*\*Source: SEO Expert



# MARKETINGZONE

Newly redesigned, The Goodyear® MarketingZone is a centralized and streamlined portal to host all of your TSN marketing needs. As a valuable online resource, you'll have access to professionally designed materials that will help promote your locations while capitalizing on the equity of Goodyear's national advertising campaigns.

In addition to containing NPP, Goodyear Credit Card and Evergreen assets, MarketingZone contains exclusive Tire & Service Network materials, including:

- Customizable Social Media Videos
- Customizable Web Banners
- Radio Scripts
- Facebook/Twitter Images and Suggested Post Copy
- Ad Modules
- Search Engine Marketing (SEM) Support
- Coupon Templates
- Various Ad Sizes & One-Off Capabilities



## BENEFITS



Exclusive content for TSN Dealers



Customize materials as little or as much as you want with pre-populated ads



Drive traffic to your website and social pages with the new customizable materials



Personalize ads with your store address, logo and additional details



Effectively advertise in more places

## Get Started

Log in to the Goodyear MarketingZone today to download and customize these great materials. Also, ensure you are registered to receive email updates when new Goodyear materials become available on MarketingZone.

**INFORMATION AND ASSISTANCE** | Contact **BrandMuscle** at **855.233.5795** or visit **goodyearmarketingzone.com**.





## DATABASE MARKETING (CRM) PROGRAM

SUPPLEMENTAL 

Stay in touch with customers and keep your business top of mind with database marketing. This Customer Relationship Manager (CRM) tool uses customer data\* to send direct mail and email communications at times when your customers are most likely to need tires, service or both.

### 2019 PROGRAM RESULTS<sup>1</sup>

**15% EMAIL RESPONSE RATE**

**13% POSTCARD RESPONSE RATE**

**18% TIRE PROMOTION RESPONSE RATE**

\*Prior to contacting a consumer via direct mail, you must obtain their permission or consent to send them promotional pieces. You must also comply with all laws and regulations related to personal identifiable information. Program results as measured by Epicor. Not audited by Goodyear.

<sup>1</sup>Source: 2019 Goodyear Database Marketing Program Results

## BENEFITS



Fully automated program gives you one less thing to manage



Maintains your database with report of customer change of address



Delivery assurance checks for undeliverable email and postal addresses



Track your investment with detailed ROI analysis tool



Drive engagement with personalized email templates



Send unlimited emails to your customer base

## TYPES OF COMMUNICATIONS

### EMAIL AND POSTCARDS

#### Tire Reminders

Reach customers who have purchased tires previously to let them know that they may be due for a new set.

#### “We Miss You” Messages

Reach customers who have had multiple visits but haven’t been in for service lately by sending them a motivating offer to come back.

#### Event Promos

Alert customers of new tire and service promotions, motivating them to visit your store now.

#### Service Reminders

Alert select customers that they are due for maintenance.

#### Loyalty Messages

“Thank You” and “New Customer” messages help to generate valuable customer referrals and positive online reviews.

#### State Inspection Reminders

Target specific customers who are due for state inspections.

## 2021 TSN DATABASE MARKETING COSTS

PACKAGE OPTIONS	TARGETED NPP & TSN EMAILS	TARGETED NPP & TSN POSTCARDS	SERVICE REMINDER, LAPSED CUSTOMER, ETC., COMMUNICATIONS	TWO CUSTOMIZED, TARGETED EVENT POSTCARDS	MONTHLY INVESTMENT
Cruise Control	Unlimited	1,320	Emails Included	Available (additional cost)	\$275
Growth Accelerator	Unlimited	3,780 Total Postcards		Available (additional cost)	\$397
Full Throttle	Unlimited	3,780 Total Postcards		1,000	\$475

If you enroll in CRM, these costs will be added to your monthly Goodyear TSN Marketing Program invoice for your convenience.

**INFORMATION AND ASSISTANCE** | Contact **Alda Rodriguez** of **Epicor (MechanicNet)** at [alda.rodriguez@epicor.com](mailto:alda.rodriguez@epicor.com).

# REWARDSPLUS INCENTIVES

Thirty-one percent\* of tire shoppers hand the decision completely to the person behind the counter, which is why it's important that your associates become experts on tires and services. Through the RewardsPlus LEARN & EARN program, Tire & Service Network members can reach Tire Expert level and earn more rewards by recommending Goodyear.

## BENEFITS



Continually updated programs and incentives



Ability to earn maximum rewards all year long



Increase associate product knowledge



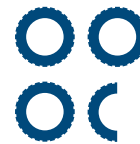
Ability to submit invoices through mobile for faster payments



Improve associate sales performance



Top RewardsPlus performers can earn more than ***\$10,000 EXTRA PER YEAR\****



***3.5X MORE*** tire sales and ***2X MORE*** rewards\* from Tire Experts vs. other participants

**INFORMATION AND ASSISTANCE** | To learn more and register for the RewardsPlus program. Contact **877.777.9937** or **gyrewardsplus.com**.

\*Source: Goodyear 2019 RewardsPlus Program







# *INTEGRATED* BUSINESS SOLUTIONS

---

Tools, programs and services designed to  
*HELP YOUR BUSINESS GROW*

# INTEGRATED BUSINESS SOLUTIONS

## 2019 *PROGRAM WINS*

---



TSN locations **INSTALLED 70%** of all Goodyear.com orders.

Source: goodyear.com/e-commerce team



Average annual National Accounts administration fee savings to TSN member was **\$1,000.**

National Accounts savings calculation



Members were paid, on average, **\$1,000** through TSN vendor rebate programs.

Average CO payment through vendor-related programs. Source: ACB reporting.



On average, **\$340/CLAIM** is the amount NOT charged back to TSN members with the nationwide limited service warranty.

Source: Sonsio

# TIRE & SERVICE NETWORK DEDICATED WEBSITE

This website is the go-to resource for all Tire & Service Network information, including program details, industry news and marketing program enrollment, along with a link to the Goodyear Learning Center.



Visit  
**GOODYEARTSN.COM**



## NATIONAL ACCOUNT DISCOUNT

The Goodyear National Accounts program is designed to deliver large fleet accounts to your outlet by instructing drivers to choose Tire & Service Network retailers first. This program boasts more than 800 customers with thousands of locations, consumer and commercial tire sales, as well as National Account auto service businesses.

### BENEFITS



No solicitation expenses



Pre-sold customers



Repeat business to your location



Goodyear performs invoicing and billing



No credit problems or collection costs



Low-cost advertising

### TIRE & SERVICE NETWORK ADVANTAGE



**2.5% DISCOUNT** off National Accounts administration fees



Drivers are instructed to choose Tire & Service Network retailers first

**INFORMATION AND ASSISTANCE** | Email [goodyearnationalaccounts@goodyear.com](mailto:goodyearnationalaccounts@goodyear.com), call 330.796.2255 or visit [goodyearfleetnetwork.com](http://goodyearfleetnetwork.com).

# NATIONWIDE LIMITED SERVICE WARRANTY PROGRAM

The Nationwide Limited Service Warranty gives consumers another reason to choose Tire & Service Network retailers. This program offers a coverage term of 24 months or 24,000 miles (whichever occurs first).

## BENEFITS



**Fast claims processing and payments**



**\$100 tow benefit for approved and paid claims**



**Warranty repair referrals**



**No charge back for warranty repairs**



**Covers repairs in most cases**



**Post-claims satisfaction survey helps improve the program**



**Claims notification letters are sent to the Dealer and customer**

# ROAD HAZARD WARRANTY PROGRAM

All Tire & Service Network locations honor optional road hazard warranty coverage purchased by a consumer at any Tire & Service Network location on Goodyear, Dunlop, and Kelly products. Time-based coverage for three years. State exclusions apply.

## BENEFITS



**Enhance customer satisfaction**



**Raise your profit margin on every tire sold**



**Consumer risk covered outside of 25 miles**



**Increase customer retention**

**CLAIM CENTER HOURS:** Monday through Friday, 8:00 a.m. to 8:00 p.m. EST, Saturday, 8:00 a.m. to 5:30 p.m. EST

**INFORMATION AND ASSISTANCE** | Contact **Sonsio Warranty** at **800.426.0733**.



# 24/7 ROADSIDE ASSISTANCE

**NEW** for 2021! The ToYourRescue™ Roadside Assistance Program can be offered to your customers, free of charge, just for coming to your shop. It makes it easier for your customers to access help at any time – day or night – whether it's a flat tire, lost keys, empty tank, dead battery or for a tow. This 365-day program includes a variety of training and point-of-sale materials to help you effectively advertise to your customers. ToYourRescue™ can be offered as an enhancement to your TSN Nationwide Limited Service Warranty Program and Road Hazard Warranty offerings, to provide an added customer benefit or to simply show customer appreciation. No need to sell this service; it's included in your TSN membership!

## BENEFITS



Flat tire changing assistance



Towing service



Lookout assistance



Fluid delivery (fuel, oil, or water)



Battery jump start



Limited to two occurrences within the 12-month period with 365-day coverage

**INFORMATION AND ASSISTANCE** | Contact **Sonsio Warranty** at **800.426.0733**.

# GOODYEAR

# GOODYEAR

SPECIAL  
FINANCING

MAKE YOUR DRIVE  
GET REBATES  
UP TO  
**\$160**

Assure Check  
Inspection

Check Engine Light On?  
WE CAN HELP!

TIRES • REPAIR • MAINTENANCE

PRICE MATCH GUARANTEE!

OPEN SUNDAYS



# VENDOR PROGRAMS

Take advantage of preferred pricing on automotive service parts, equipment, oil programs, marketing programs and much more. Rebates are based on your required minimum purchases per quarter. Once they are attained, you will receive a rebate check from the Tire & Service Network and the respective vendor.



LEARN MORE ONLINE | At [GoodyearTSN.com](http://GoodyearTSN.com)



## NAPA AUTO PARTS



Your one-stop shop for tool and equipment needs. Take advantage of special pricing, rebates, training and dedicated customer service.

### BENEFITS

- 5% quarterly rebate on qualified NAPA products
- TSN Elite program that includes up to a 7% quarterly rebate
- Web-based catalog, PROLink, gives your shop fast, accurate part look-ups and online orders
- Comprehensive tech training class catalog
- Nationwide Parts Warranty
- Labor Reimbursement Program available from participating NAPA stores

**INFORMATION AND ASSISTANCE** | Contact **Jason Barden** at [jason\\_barden@genpt.com](mailto:jason_barden@genpt.com).

## ADVANCE AUTO PARTS



Advance Professional is a preferred supplier of the Tire & Service Network. Combine purchases with CARQUEST for additional rebates.

### BENEFITS

- Quarterly rebate up to 5% with a \$1,500 minimum purchase request
- Online ordering rebate program
- Special pricing for MOTOSHOP<sup>SM</sup> Technology Tools
- Labor guarantee

**INFORMATION AND ASSISTANCE** | Contact your **Commercial Account Manager** or **Jon McSweeney** at [jon.mcsweeney@advance-auto.com](mailto:jon.mcsweeney@advance-auto.com).

## WORLD PAC AUTO PARTS



Reduce your dependency on new car dealers for parts and information. With an incredible selection of hard-to-find OE parts, you can meet your customer's demand and increase satisfaction and loyalty.

### BENEFITS

- Quarterly rebate of 4% from dollar one
- SpeedDIAL online catalog and order-fulfillment tool offers photos and details about brands and products
- Multiple same-day deliveries (in major metropolitan areas)
- Competitive pricing on OE parts and 20%-60% off a dealer's price list
- Access to knowledgeable Imports Parts Specialist
- 100% wholesale serving the repair facilities directly

**INFORMATION AND ASSISTANCE** | Contact **Ward Myers** at **800.888.9982 (Ext. 5660)** or [wardcm@worldpac.com](mailto:wardcm@worldpac.com).

**ORDERING AND RMA SUPPORT** | Contact the **WORLD PAC National Team** at **800.888.9982 (Ext. 7000)**.

## O'REILLY AUTO PARTS

Dedicated to meeting the demands of fleet, heavy-duty and agricultural professionals since 1957.



### BENEFITS

- Tiered volume quarterly rebate
  - \$7,500 per location for 3% rebate
  - \$15,000 per location for 5% rebate
- Inventory customized to the needs of your business
- Professional parts staff on hand
- Local, regional and corporate sales contacts
- Dedicated professional phone lines
- Free and quick delivery service

**INFORMATION AND ASSISTANCE** | Contact the **O'Reilly Auto Parts National Account Team** at **800.288.6661 (Ext. 1202)**.

## MIGHTY AUTO PARTS

Featuring a comprehensive selection of Mighty-branded parts, chemicals, lubricants, equipment and shop supplies, The Mighty System offers attentive local service, inventory management and classroom or on-site training.



### BENEFITS

- Technology – Electronic catalog including manufacturer-recommended maintenance schedules, repair and installation instructions and more
- Full Service – Dedicated twice-per-week sales and delivery support. 100% Obsolescence Protection.
- Training – In-store, hands-on, and online certification programs
- Program Support – MightySure® Nationwide Repair Warranty (24 Months/24,000 Miles parts and labor) National volume rebate program. ProfitWatch® Inventory Management Program.
- Marketing & Sales – Fall and Spring National Consumer Promotions fully funded by Mighty

**INFORMATION AND ASSISTANCE** | Contact **Ronnie Barassi** at **770.448.3900** or **ronnie.barassi@mightyautoparts.com**.

## AUTOZONE AUTO PARTS



More than just parts, AutoZone delivers exceptional customer service and specialized shop programs to make your business even more efficient and profitable.

### BENEFITS

- 5% rebate on net online purchases
- 3% quarterly business allowance
- Convenient online ordering
- Shop Referral Program drives DIY consumers to your location
- Stocking programs help save you time and money
- No Core Charge Policy\*

**INFORMATION AND ASSISTANCE** | Contact **Jim Gray** at **704.301.1500** or **jim.gray@autozone.com**.

\*Restrictions apply.

## AFTERMARKET AUTO PARTS ALLIANCE

Composed of over 50 independent vendors, the Aftermarket Auto Parts Alliance network offers a wide array of quality auto products.



### BENEFITS

- Quarterly rebate available
  - 1% for net purchases of \$0 to \$2,999, 2% for net purchases of \$3,000 to \$3,499, or 3% for net purchases of \$3,500 or greater
- 2,220 locations offering “hot shot” delivery
- More parts availability than most, with 20%-30% more SKUs at the store level
- More than 90,000 auto service customers across the U.S.
- Utilizing the most advanced e-commerce tool in the industry

**INFORMATION AND ASSISTANCE** | Call **800.288.6825**.

## VALVOLINE

The Valvoline Preventative Maintenance Program offers you the advantages of a local single-source distributor for higher margins on services and lower costs on goods.



### BENEFITS

- Valvoline brand identity on all products
- Marketing programs designed to increase your profits and reduce out-of-pocket expenses
- Free online training courses
- Consumer rebate programs to help complete the initial sale
- Earn advertising and marketing funds on all products purchased

**INFORMATION AND ASSISTANCE** | Contact **Brad Paxton** at [sbpaxton@valvoline.com](mailto:sbpaxton@valvoline.com).

## CHEVRON OIL

A leading manufacturer of premium base oils and one of the world's largest suppliers of finished lubricants, Chevron has been developing breakthrough technologies that improve reliability, profitability and the service life of equipment.



### BENEFITS

- Competitive pricing leverages the power of national account pricing
- Chevron provides the highest-quality brands to support your brand
- PitPack – Chevron's environmentally responsible packaging and delivery system
- Installer National Promotions – access to enrollment in Chevron funded Havoline promotions

**INFORMATION AND ASSISTANCE** | Contact **Steve Collins** at [collins.steve@chevron.com](mailto:collins.steve@chevron.com).

## KENDALL MOTOR OIL



The Kendall Motor Oil Program provides many professional, cost-saving program materials to help you deliver a positive customer experience.

### BENEFITS

- A synthetic blend product at a conventional product cost
- Dedicated Technical Hot Line at 877.455.9198
- Point-of-sale materials
- Assurance of product availability backed by Philips
- An Installer Locator that drives traffic to your location

**INFORMATION AND ASSISTANCE** | Contact your local **Kendall Oil Representative** or **Gavin Rodda** at [gavin.b.rodga@p66.com](mailto:gavin.b.rodga@p66.com).  
A marketer list can be found on [goodyear.com](http://goodyear.com).

## HUNTER ENGINEERING



With a reputation for innovation and application of the newest technologies for under-car service, Hunter Engineering Company designs, manufactures and sells a wide range of passenger car and truck service equipment.

### BENEFITS

- Computer-based wheel alignment systems
- Vehicle inspection systems
- Wheel balancers
- Brake lathes
- Tire changers
- Vehicle lifts

**INFORMATION AND ASSISTANCE** | Contact your local **Hunter Representative**.

## GREAT AMERICA FINANCIAL SERVICES CORPORATION



Take advantage of flexible financing options for your shop/service equipment, technology and signage/shelving needs. With 25 years of automotive aftermarket experience, GAFSC has a team of finance professionals you can trust.

### BENEFITS

- 100% financing for shop/service equipment, diagnostics, computer hardware and software, signage, shelving and more
- Contracts may include shipping, installation and accessories
- 12- to 60-month terms available with no money down required
- Transactions documented on an Equipment Finance Agreement (EFA)
- Same-day credit decisions within four hours
- Electronic "click to sign" documentation available

**INFORMATION AND ASSISTANCE** | Visit [greatamerica.com](http://greatamerica.com), call **800.487.3636** or email [automotiveteam@greatamerica.com](mailto:automotiveteam@greatamerica.com).



# UNIFIRST NATIONAL UNIFORM PROGRAM



Create a professional first impression with attractive, high-quality uniforms. The full-service program provides weekly garment maintenance, cleaning, automatic repairs, replacements and inventory control.

## BENEFITS

- Great services at competitive prices
- New employees are outfitted quickly
- No upfront clothing investment
- Sets you apart from all other automotive tire and service facilities
- Improves employee morale

**INFORMATION AND ASSISTANCE** | Contact **Rick Edelman** at [Albert\\_Edelman@unifirst.com](mailto:Albert_Edelman@unifirst.com).

# ALLDATA REPAIR SOFTWARE



As the leading provider of OEM service and repair information for 1982-to-current year vehicles, ALLDATA Repair is used by more professionals than any other paper or online auto repair manual.

## BENEFITS

- Free 30-day trial and introductory pricing for the first 90 days
- Powerful, easy-to-use online tool for shops of all sizes
- Information is unedited and updated regularly
- Manufacturer TSBs and recalls updated daily
- Integrated parts, labor and repair information

**INFORMATION AND ASSISTANCE** | Call **800.697.2533** or visit [alldata.com](http://alldata.com).

# THE GROUP



A network of 5,000-plus locations that carry name-brand products, OE alternatives and other exclusive product lines through their Pronto and Federated stores.

## BENEFITS

- 3% quarterly rebate
  - Minimum local purchase quarterly amount of \$4,500 (or \$1,500 per month average)
  - Rebate paid on qualifying purchases (hard parts only)
- Our pricing is always market-based to remain competitive in local markets
- Training
- Online ordering

**INFORMATION AND ASSISTANCE** | Contact **Bob Resco, Director of National Accounts** at **540.255.8089** or [bob.resco@federatedautoparts.com](mailto:bob.resco@federatedautoparts.com).

## MYERS TIRE SUPPLY

The largest distributor of tools, supplies and equipment for tire and under-vehicle service in the automotive and heavy-duty truck aftermarkets.



### BENEFITS

- Exclusive TSN pricing on shop supplies and same-day shipping
- Local representatives provide technical training and support
- Consumer-designed stocking levels eliminate excess in-store inventory
- Secure web-based order entry

**INFORMATION AND ASSISTANCE** | Call **800.644.5592**.

## GUY BROWN

An award-winning, certified Minority Women Business Enterprise (MWBE) that offers a wide range of office, print, interior and facility solutions to increase efficiency and profitability.



### BENEFITS

- Comprehensive product offering including office supplies/products, janitorial and breakroom supplies, furniture and technology
- Negotiated contract pricing on 1,800-plus items frequently used by Tire & Service Network locations
- Custom TSN Contract List – ability to add additional items at competitive prices unique to Tire & Service Network locations
- Next-day delivery on most items

**INFORMATION AND ASSISTANCE** | Call **615.221.0334** or contact **Kevin Dole** at [kevin.dole@guybrown.com](mailto:kevin.dole@guybrown.com) or **Cynthia Ryan** at [cynthia.ryan@guybrown.com](mailto:cynthia.ryan@guybrown.com).

## SPECTRUM ENTERPRISE

A leading-edge technology and communications company composed of Time Warner Cable Business, Bright House Networks Enterprise Solutions and Spectrum Business Enterprise Solutions.



### BENEFITS

- Commercial operations now spanning 41 states
- 167,200 fiber-lit buildings
- Seven enterprise-class data centers worldwide with four cloud nodes

**INFORMATION AND ASSISTANCE** | Call **216.317.5253**, **888.892.9352** or visit [enterprise.spectrum.com](http://enterprise.spectrum.com).



# ON-HOLD MESSAGING

Promote current offers and new products while your customers wait for you to return to the line.

## BENEFITS



Automatically updated messages



Full customer service support



Equipment included at no additional cost<sup>1</sup>



Includes music from a licensed music library



Professional installation is provided



Three dealer-customized messages per year

**60% OF CALLERS** left in silence will hang up, and  
**30% OF THOSE CALLERS** will not call back.\*

**INFORMATION AND ASSISTANCE** | Contact **Kevin Keziah** of **Spectrio** at **800.584.4653** or **877.520.1620** or **kevink@spectrio.com** to learn more.

<sup>1</sup>Compatible phone system required. Shipping charges apply and sales tax may also apply.  
\*Source: National study published by AT&T from a North American Telecommunications Association





# IN-STORE CUSTOMER COMMUNICATIONS

Both Digital Menu Board and Customer Lounge TV services come with Vehicle on Demand, which allows you to bring up vehicle animations to explain complicated car repairs. These visuals help reinforce your explanation to consumers and can be brought up on any computer, tablet or mobile device.

## BENEFITS



Professionally designed and animated messages automatically updated by Goodyear



Messaging that leverages national Tire & Service Network offers and promotions



Cohesive messaging with in-store National Promotions Program event materials



Ability to customize with your own individual offers and pricing

**NOTE:** The setup fee of \$149 will be waived when Tire & Service Network members subscribe to the Goodyear Digital Menu Board or Customer Lounge TV.

**29.5% OF CUSTOMERS** find digital menus influential for purchase of product\*.

**INFORMATION AND ASSISTANCE** | Contact **Glen Clements** of **10 Foot Wave/Spectrio** at **813.559.0459** or **glenc@spectrio.com** to learn more.

\*Source: Digital Signage Today



# IN-STORE WIFI

WiFi marketing transforms guest WiFi into an engaging customer experience that collects customer data and boosts revenue. SpectrioCONNECT allows you to market products and services to your customers in real time and measure results.

## BENEFITS



Leverage guest WiFi to gather customer data



Create targeted campaigns



Track engagement and measure ROI in real time



Drive sales and repeat visits



Market your business to customers anytime, anywhere

**82% OF SMARTPHONE USERS** consult their phones on purchase decisions while shopping\*.

Cost: \$199 activation fee, \$79 per month will be billed directly to TSN subscribers

**INFORMATION AND ASSISTANCE** | Contact **Glen Clements** of **Spectrio** at **813.559.0459** or **glenc@spectrio.com** to learn more.

\*Source: InReality

# IN-STORE MUSIC

Create the perfect in-store radio station your customers will love. The right music genre played at the right time, combined with professionally produced messaging, will keep your guests entertained and in the right buying mood.

## BENEFITS



Keep customers in-store longer



Drive sales of key products and repair services



Create a station that represents your brand



Avoid stiff fines with a library of rights-secured music



Put customers in the right buying mood

**63.3% OF CONSUMERS** have been influenced by a store's atmosphere\*.

Cost: \$199 activation fee, \$29 per month will be billed directly to TSN subscribers

**INFORMATION AND ASSISTANCE** | Contact **Glen Clements** of **Spectrio** at **813.559.0459** or **glenc@spectrio.com** to learn more.

\*Source: Spectrio Research



## GOODYEAR TIRE WALL

Enhance consumers' in-store experience while showcasing Goodyear, Dunlop and Kelly tires with a Goodyear Tire Wall. Product information is regularly displayed on tire centers, providing value while supporting local and national promotions.

### BENEFITS



**Design based on Dealer and consumer research**



**Modular approach adaptable to suit any size showroom and budget**

As a Tire & Service Network Dealer, you will receive a free graphics package, valued at more than \$500, to complete your Tire Wall when you purchase the new Tire Wall fixtures. Refresh your location's showroom with these new, attractive fixtures to project a professional, crisp and modern look for your customers.

**INFORMATION AND ASSISTANCE** | Contact your **Goodyear Sales Representative** or **Wholesale Distributor**.

# PROFESSIONAL TRADE ORGANIZATION MEMBERSHIP

## MOTORIST ASSURANCE PROGRAM

As a participant in the Tire & Service Network program, you agree and adhere to the Motorist Assurance Program Uniform Inspection and Communication Standards. Updated biannually for accuracy, these industrywide guidelines help build consumer trust and confidence by giving your customers the information they need to make educated decisions on repairs for their vehicles.

### BENEFITS



Improved communication between consumers and Tire & Service Network Dealers



Customer loyalty, trust and confidence



Exclusive access to the Motorist Assurance Program website through [goodyear.tsn.com](http://goodyear.tsn.com)



Clarity surrounding vehicle systems, auto repair services and auto care decisions

**INFORMATION AND ASSISTANCE** | Contact **Joellen Kwiatkowski** of the **Motorist Assurance Program** at **703.538.3557** or [joellen@motorist.org](mailto:joellen@motorist.org).

## TOLL-FREE TSN DEALER LOCATOR PHONE NUMBER

The toll-free Dealer Locator number helps drive customers to your store location. The listing is defaulted to TSN locations only. When consumers dial 877.GOODYEAR, they are directed to the nearest Tire & Service Network Dealer. After selecting their preferred location, callers are immediately connected to your store.

### BENEFITS



Fully automated system expedites calls and reduces hold times



Improved consumer satisfaction



Ends the hassle of local yellow-page searches



Eliminates the expense of calling directory assistance

**INFORMATION AND ASSISTANCE** | Contact your **Goodyear Sales Representative** or **Wholesale Distributor**.







# *COMPREHENSIVE* TRAINING

The most up-to-date training to educate associates on

*PRODUCTS, SERVICES AND SAFETY*



# COMPREHENSIVE TRAINING

## 2019 *PROGRAM WINS*

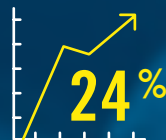


On average, employees of TSN program dealers completed **1.5X AS MANY COURSES** in the Goodyear Learning Center as non-TSN program dealer employees.

Source: GLC



More TSN program dealer associates attended **GOODYEAR BOOT CAMPS** than non-TSN program dealers.



Members **INCREASED THEIR REVENUE BY 24%** by selling more G3 core products than non-TSN members.

2018 sell-out data. Source: SAP



Tire Experts, on average, **EARNED 33% MORE** RewardsPlus incentives than Tire Advisors.

Source: RewardsPlus

# TELEPHONE MYSTERY SHOPPER PROGRAM

Help your associates improve telephone sales skills through this program, which allows Tire & Service Network locations to monitor and track calls monthly.

## BENEFITS



Train sales associates and improve their phone sales skills



Convert more telephone callers into paying customers

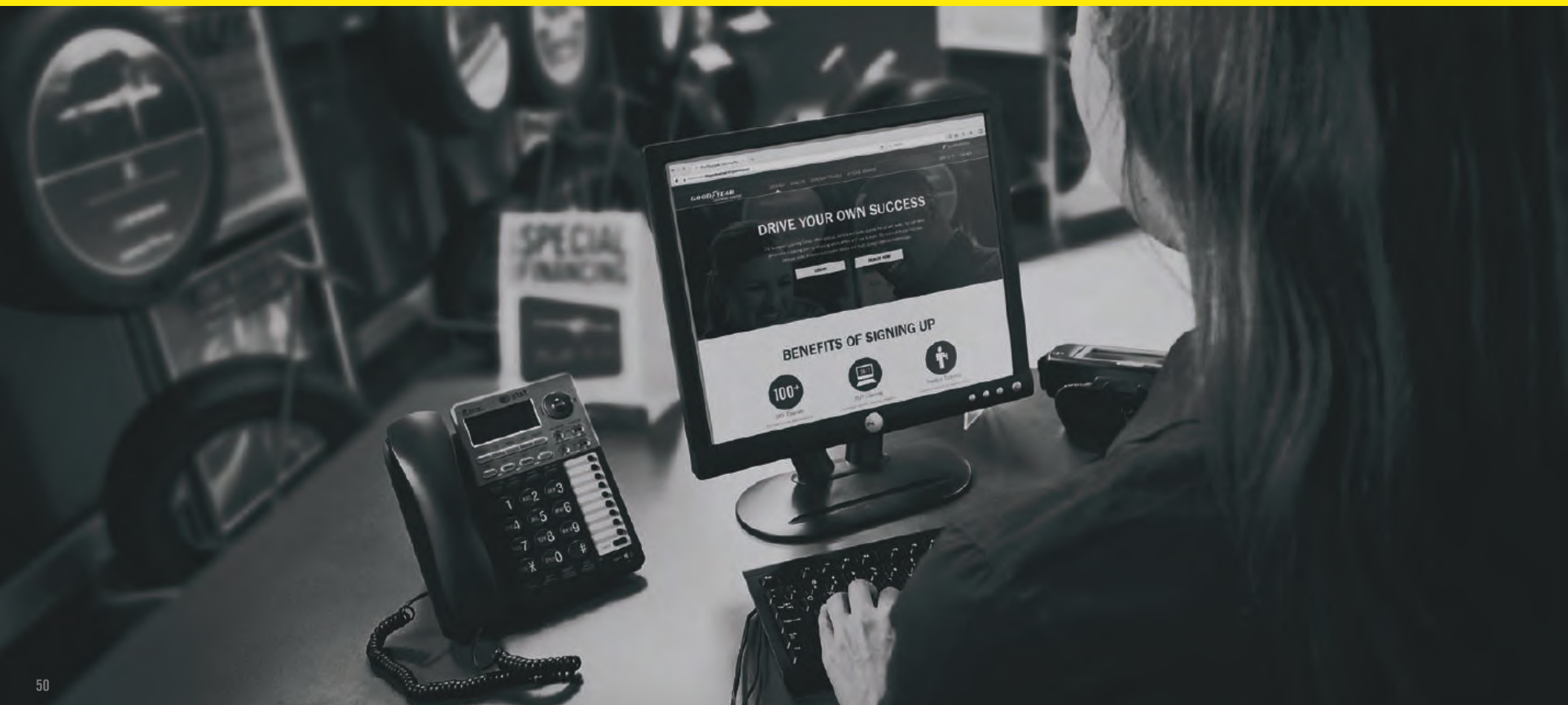


Performance is scored against other TSN locations



Increase satisfaction from telephone shoppers

**INFORMATION AND ASSISTANCE** | Contact your **Goodyear Sales Representative** or **Wholesale Distributor**.





# THE GOODYEAR LEARNING CENTER

The Goodyear® Learning Center is committed to providing options designed for one purpose: to improve business through the development and performance of people. The Goodyear Learning Center is focused on providing innovative, accurate training that will help fuel your business growth. From quick, informative courses on tire technology to extensive skills-based, instructor-led training and leadership development that is available to you 24/7. Offerings are free or reduced price with TSN membership.

## ***E-LEARNING & WEBLIVES*** Free to TSN Members

### **Training topics include:**

- Product Training
- Sales Training
- Management Training/  
Associate Development
- National Account Training
- Tools & Technology

## ***BOOT CAMPS\****

### **Training topics include:**

- Tire Selling\*\*
- Advanced Tire Selling\*\*
- Tire & Service Selling
- Dealer Store Management\*\*
- Service Manager

## ***TRAINING BY OUR CONTENT EXPERTS***

- Tire Industry Association
- Raytheon Service Courses
- Hunter Alignment
- Skillsoft Safety
- Harvard ManageMentor

## **ENROLLMENT**

To enroll in courses, visit the Dealer Portal at [thegoodyearlearningcenter.com](http://thegoodyearlearningcenter.com).

## **NEW USERS**

If you are a new user, fill out the sign-up form and submit a request to be registered on the Goodyear Learning Center. Once registered, log in and enroll in the desired Boot Camp or Weblive! session.

**INFORMATION AND ASSISTANCE** | To learn more and for cost estimates, contact [glc@goodyear.com](mailto:glc@goodyear.com).

\*Available for an additional cost

\*\*Available for both consumer and commercial



## POWER UP MINI-TRAINING

Power Ups are Tire & Service Network-exclusive microlearning videos that deliver content in small, focused bursts. Users always control what and when they learn, and individual sessions usually last between two and four minutes.

### TOPICS INCLUDE

Tire & Service Network Overview  
Nationwide Warranty Program  
Nationwide Warranty Process

Road Hazard  
Motorist Assurance Program  
Dealer Website Pricing



**BITE-SIZE LEARNING**

**INFORMATION AND ASSISTANCE** | To learn more, contact [glc@goodyear.com](mailto:glc@goodyear.com) or visit [goodyeartsn.com](http://goodyeartsn.com).

# Tire & Service Network

## QUICK REFERENCE GUIDE

### CUSTOMIZED MARKETING PROGRAM

#### DATABASE MARKETING CRM PROGRAM

Epicor/MechanicNet  
Alda Rodriguez 916.891.2458 or  
alda.rodriguez@epicor.com

#### DEALER WEBSITES

TCS 888.449.8473

#### IN-STORE CUSTOMER COMMUNICATIONS

Spectrio/10 Foot Wave, Glen Clements 813.559.0459  
or glenc@spectrio.com

#### TRAFFIC DRIVING DIGITAL CAMPAIGNS

Goodyear® Sales Rep or Wholesale Distributor

#### GOODYEAR CREDIT CARD PROGRAM

Goodyear® Sales Rep or Wholesale Distributor

#### GOODYEAR TIRE WALL

Goodyear® Sales Rep or Wholesale Distributor

#### MARKETINGZONE

BrandMuscle 855.233.5795 or visit  
goodyearmarketingzone.com

#### NATIONAL PROMOTIONS

Goodyear® Sales Rep or Wholesale Distributor  
or Advertising\_Help@goodyear.com

#### ON-HOLD MESSAGING

Spectrio, Kevin Keziah 800.584.4653  
or kkeziah@spectrio.com

#### ONLINE BUSINESS LISTINGS MANAGEMENT

Yext, Goodyear® Sales Rep or visit  
www.GoodyearMarketingZone.com

#### ONLINE REPUTATION MANAGEMENT

Yext, Goodyear Sales Rep [www.GoodyearMarketingZone.com](http://www.GoodyearMarketingZone.com)

#### REWARDSPLUS AND SPIFFS

877.777.9937 or visit [GYRewardsPlus.com](http://GYRewardsPlus.com)

#### TIRE & SERVICE NETWORK MARKETING

Goodyear® Sales Rep, Wholesale Distributor or  
TSN\_Advertising@goodyear.com

#### GOODYEAR SALES REPS 800#

888.245.1834

#### LOCAL EVENT MARKETING

Valassis, Don DiBastiani 443.834.4871 or  
dibastianid@valassis.com

### INTEGRATED BUSINESS SOLUTIONS

#### NATIONAL ACCOUNT DISCOUNT

330.796.2255 or  
[GoodyearNationalAccounts@goodyear.com](mailto:GoodyearNationalAccounts@goodyear.com)

#### NATIONWIDE LIMITED WARRANTY PROGRAM

Sonsio Warranty 800.426.0733

#### PROFESSIONAL TRADE ORGANIZATION MEMBERSHIP/ MOTORIST ASSURANCE PROGRAM

Joellen Kwiatkowski 703.538.3557

#### ROAD HAZARD WARRANTY PROGRAM

Sonsio Warranty 800.426.0733

#### STORE POINT-OF-SALE MATERIAL & SIGNAGE

Imagine Print Solutions 866.263.3316 or  
[GoodyearHelpDesk@imagineps.com](mailto:GoodyearHelpDesk@imagineps.com)

#### TIRE & SERVICE NETWORK IDENTIFICATION SIGNAGE

Goodyear® Sales Rep

#### TOLL-FREE TSN DEALER LOCATOR NUMBER

Goodyear® Sales Rep

#### ROADSIDE ASSISTANCE PROGRAM

Sonsio Warranty 800.426.0733

### COMPREHENSIVE TRAINING

#### GOODYEAR LEARNING CENTER

800.380.0054 or [glc@goodyear.com](mailto:glc@goodyear.com)

#### MYSTERY SHOPPER PROGRAM

Goodyear® Sales Rep

#### POWER UP MINI-TRAINING

Goodyear® Sales Rep or [glc@goodyear.com](mailto:glc@goodyear.com)

