



2017 **GOLD** Retailer Program





INTRODUCING *EXTREMECONTACT™ SPORT*

In addition to performance, the ExtremeContact™ Sport provides an extra measure of confidence because it is backed by the **Total Confidence Plan**:



30K
MILE LIMITED
MILEAGE WARRANTY

60 DAY
CUSTOMER
SATISFACTION TRIAL*



*Coverage is within the stated duration from the date of purchase or the first 2/32^{nds} treadwear, whichever comes first. Restrictions and limitations apply.

VISIT CONTINENTALTIRE.COM FOR COMPLETE DETAILS.



All dealers are eligible to receive

GOLD PROGRAM MARKETING LINE REWARDS

BRAND	MARKETING LINE	GOLD REWARD
	ContiSportContact™ 6 ContiSportContact™ 5P/5 ContiSportContact™ 3 ContiSportContact™ 2 CrossContact™ UHP	\$8.00
	ExtremeContact™ Sport ExtremeContact™ DWS ⁰⁶ ExtremeContact™ DWS ExtremeContact™ DW PureContact™ TrueContact™ WinterContact™ ^{SI} ExtremeWinterContact™ CrossContact™ LX20 TerrainContact™ A/T	\$7.00
	ContiProContact™ ProContact™ ^{GX} ProContact™ ^{TX} ProContact™ ^{RX}	\$2.00
	Continental OTHER	counts towards annual purchase commitment
	G-MAX™ AS-05 G-MAX™ AS-03 Grabber™ Grabber™ X3 Grabber™ AT ² Grabber™ HTS ⁶⁰ Grabber™ HTS Grabber™ Arctic Grabber™ Arctic LT Grabber™ HD	\$5.00
	AltiMAX™ RT ⁴³ AltiMAX™ Arctic AltiMAX™ Arctic 12	\$3.00
	General OTHER	counts towards annual purchase commitment

All dealers are eligible to receive

VOLUME BONUS

Volume bonus rewards are paid quarterly based on annual sales tracking.

VOLUME BONUS SCHEDULE

	Copper	Bronze	Silver	Gold
Year Units	400-799	800-1999	2000-3499	3500+
Per Tire Bonus	\$2.00	\$4.00	\$5.00	\$7.00

Marketing Line Rewards are quarterly payments issued to dealers reporting 100+ units per quarter. A 24 unit opening order is required.

CONTI LINK



GOLD dealers now have online access to all Continental programs

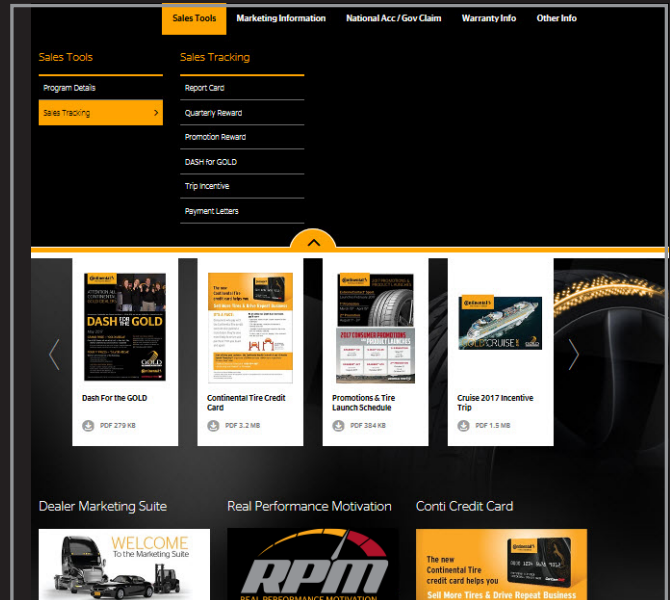
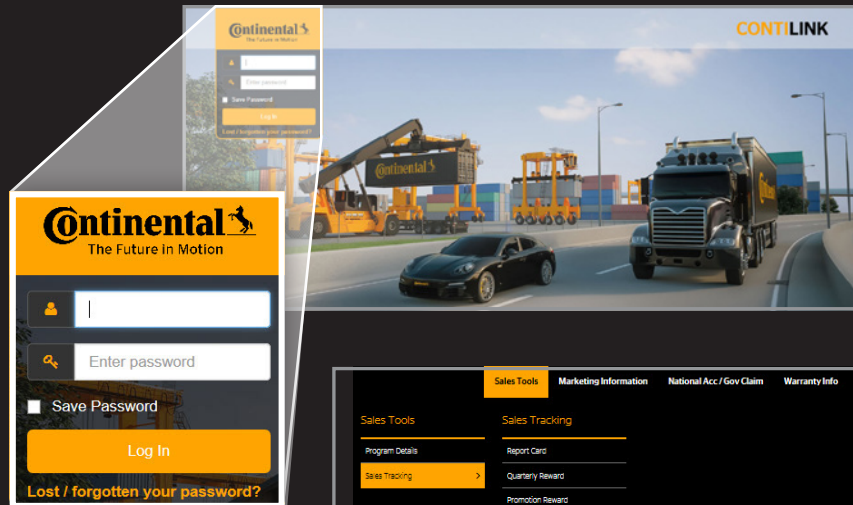
- ENGAGE360 online training center
- RPM program - Real Performance Motivation
- Access to CTA online Dealer Marketing Suite
- Product information
- Marketing support
- Current news & updates about Continental & General Tire
- Detailed tracking tools

ACCESSING THE GOLD PAGE IS EASY!

1 Visit www.contilink.com

2 Enter your **USERNAME**
(your 85 account number)
and your **PASSWORD**
(your company's ZIP code)
Click login.

3 From here, use the links on the left to navigate the website.



Need Help?

Assistance is always a click away. Click on the "Contact Us" link to submit a request to help zone, or send us an email to emarketing@conti-na.com.

Sales Tracking Access

To receive your sales tracking log-on access, contact Continental Tire at 1-800-685-7651.

USERNAME: 850 _ _ _ _
PASSWORD: _____

Sales Tracking and Calculator

New enhancements will make it even easier for you to obtain the information you need to help maximize your program participation. Continental has worked hard to develop industry-leading tools that are easy to navigate and implement. The GOLD calculator, accessible through www.ContiLink.com, allows you to project and optimize your total GOLD rewards by setting a purchasing plan making it easier to track and project progress in earning reward dollars within the GOLD program. The new sales tool demonstrates how to boost your GOLD rewards by increasing total tire purchases or changing product mix.



GOLD Calculator

Use the calculator to project and optimize total GOLD rewards



Quarterly Cash Rewards

View Your Quarterly Marketing Line Rewards



Report Card

View All Your GOLD Dealer Rewards



Incentive Trip

Buy 2000+ units yearly to receive an invitation for 2 to our Annual GOLD Dealer Trip



Volume Bonus

View Your Tracking Towards Annual Volume Bonus



The Continental Real Performance Motivation, or RPM program, is the industry's most comprehensive offering of rewards. With thousands of items to choose from such as electronics, home décor, outdoor equipment and much more! There is something for everyone!

The RPM program offers you the opportunity to earn valuable rewards by selling Continental and General brand tires. The process is fast and easy. Just claim your sales at www.continentalrpm.com and you will be on your way to the best rewards.

How it works

Go to www.continentalrpm.com to set up a username and password.

After you're enrolled, simply claim your sales at www.continentalrpm.com. Then, mail or fax a printed claim form and copies of the eligible invoices to program headquarters.

Once your claims have been verified, RPM points will automatically be deposited into your personal account.

Then select the reward of your choice and it will be shipped to the location you designate (within the continental US). For details on point values per marketing line or required reward points for a specific item, log on to www.continentalrpm.com.

It's quick, easy and rewarding! Before you know it, you can order rewards like these:

- LG® 55 Inch Smart 3D LED UHDTV with WebOS, 3840x2160 Resolution
- Keurig® Elite Single Cup Home Brewing System
- Titleist® Pro V1 Golf Ball Dozen
- Sony® Playstation® 4 Bundle



ENGAGE360

Engage360 provides training on Continental and General brand products and more! Once you enter the training center, click on objects as you would in a video game to uncover hidden features.

It's comprehensive.

Engage360 Training covers everything from Product Information, Tire Basics to sales scenarios for PLT and CVT & much more!

It's convenient.

It's all online and accessible 24/7.

It's rewarding.

Train on all of the information and take the Certification Tests to earn your very own Certificate of Completion for the training!



Automotive Credit Card

Drive Repeat Business To Your Stores with the Continental Automotive Credit Card you are able to offer your customers 6 and 12 months Special financing on purchases of \$199 or more and \$499 or more, respectively. See for yourself how offering your customers the Continental Automotive credit card Special Financing is proven to drive return business, boost customer loyalty and increase average ticket size!

What you get:

- Low processing Costs
- Attractive promotions
- Your store name on every card
- No monthly fees¹
- Application processing incentives for you and your associates

What your customer gets:

- Special financing available for 6 or 12 months
- Convenient monthly payments
- Card accepted at ALL U.S. Exxon and Mobil gas stations



Enroll Today! It's Easy!

Start offering your customers financing. Here's how:

- Call 1-866-209-4457
- Enroll in just minutes
- Have your federal tax ID ready

Special Financing programs include:

Promotions	Consumer Minimum Purchase	Your Costs
Non-Promo - 25 days	\$0.01 - 198.99	1.99%
6 months	\$199 or more	1.99%
12 months	\$499 or more	4.79%

Your program includes:

- 24/7 merchant support
- Non-recourse protection from in-store consumer fraud
- Training on all aspects of the program
- Credit approvals customized for the automotive industry
- Money in your account within 48 business hours
- FREE point-of-purchase materials
- "Meet the Sale" technology that provides the credit lines you need to close the sale

To get more information, current dealers can log onto their account via www.contlink.com or you can call 1-866-209-4457 to speak with a representative.

¹ Usage/transactions fee's still apply

Dealer Marketing Suite

Continental Tire's easy to use Dealer Marketing Suite is a toolbox that provides branded, personalized marketing materials that can be customized by location. The Dealer Marketing Suite is accessible via ContiLink and is geared toward helping you promote the Continental and General Tire brands with tire photos, ads, video, P.O.P materials, showroom displays, direct mail or web, and Facebook banners.



- Order **POINT-OF-PURCHASE** material.
- **DRIVE LOCAL TRAFFIC** directly to your store.
- **PROMOTE** our brands with your services and specials.
- Gain **ACCESS** to **POTENTIAL CUSTOMERS** in your area.
- **DOWNLOAD** logos, TV commercials, web banners & more.

Showroom Displays

Continental Tire's showroom concept is a complete sales floor enhancement package. The basis for the showroom concept is to allow you to customize your product selection and presentation, from adjustable tire stands to the hanging ceiling drum, the components give you the opportunity to arrange your show floor how you see fit. Showroom items can be ordered using Marketing Funds via the Dealer Marketing Suite.

Earning Marketing Funds is easy. Every Continental or General tire purchased through your GOLD distributor earns you dollars that can be spent on not only on showroom displays but also on direct mail to drive traffic to your front door.

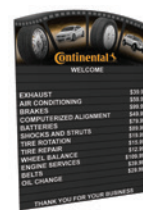
General branded displays also available.

Visit www.contilink.com to learn more about the showroom program.



TIRE DISPLAYS

NEON CLOCK



MENU BOARD

FLOOR MAT



SIGNS



Exterior Signage Program

All of the signs in this program feature thermoformed faces of Solar Grade Lexan, decorated in vivid, fade-resistant colors. Cabinets are of extruded aluminum, painted with a black finish. Illuminated by high output lamps on one foot centers.

GOLD Gold Dealers are eligible to receive at no cost a 3'X12' Continental or General exterior illuminated sign. CTA will provide sign and installation at no cost to the GOLD Gold Dealer.²

GOLD Silver Dealers are eligible to receive at no cost a 2'X6' Continental or General exterior illuminated sign. CTA will provide sign and installation at no cost to the GOLD Silver Dealer.²

Any GOLD Dealer is eligible to lease an exterior illuminated Continental or General sign and purchase installation. Contact your Continental Area Dealer Manager for details.

Signs are available in:

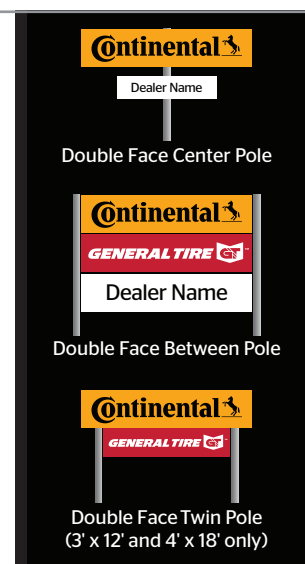
- 2' x 6'
- 3' x 12'
- 4' x 18'

Mounting Options

- Single Face Wall Mount
- Double Face Rigid Mount
- Double Face Center Pole
- Double Face B/W Pole
- Double Face Twin Pole

Features

- Tough, break-resistant
- Solar Grade Lexan
- Thermoformed
- Sturdy cabinet housing
- Aluminum with gloss black finish
- Illuminated with high output fluorescent lighting system



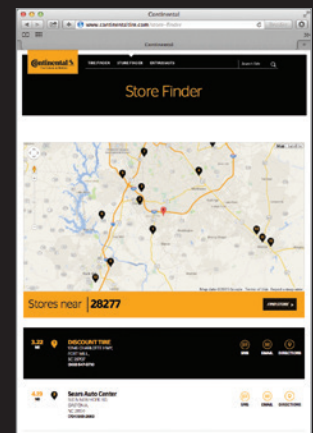
Alternate sized exterior signs and dealer signs are available to GOLD Silver Dealers at an additional cost.

² Subject to approval

Online Dealer Locator

Once signed to the GOLD program your location will be listed on the dealer locator with access from the Continental and General Tire websites in an effort to drive local traffic to your store. This listing is free to GOLD dealers and consumers who visit our websites. Simply enter a zip code and receive a listing of dealers in the area.

GOLD dealers can also update their listing to include store hours and additional services provided at the location in addition to tire related services.



Total Confidence Plan

The purchase of replacement Continental tires provides an extra measure of confidence with the Total Confidence Plan.



Road Hazard³



Continental's Road Hazard Coverage is unique in the industry because it applies to all Continental passenger and light truck tires that are purchased as replacement, and provides a comparable replacement tire within the first 12 months⁴.

Limited Warranty³



All Continental passenger and light truck tires are eligible for the Limited Warranty for a maximum of up to 72 months from the date of purchase. The Limited Warranty allows for free replacement within the first 12 months⁴.

Customer Satisfaction Trial³



Continental passenger and light truck tires purchased as replacement bearing the Continental name and D.O.T. serial numbers are covered up to 60 days (30 days for winter and select marketing lines). Please see Total Confidence Plan brochure for complete details.

Mileage Warranty³



Coverage on select replacement products up to 90,000 miles.

Flat Tire Roadside Assistance³



Three (3) year complimentary flat change or towing up to 150 miles at no charge. Tires must be registered online at www.totalconfidence-plan.com within 45 days of purchase to qualify for Flat Tire Roadside Assistance. Coverage is valid on replacement passenger and light truck tire purchases made on or after February 1, 2015.

³ Restrictions and Limitations Apply. See complete Total Confidence Plan for complete coverage details.

⁴ Coverage is within the first 12 months from the date of purchase or the first 2/32^{NDS} treadwear, whichever comes first.

Products & Selling Tips

Strong Warranties Support Our Commitment To Quality

Continental Tire's engineers have developed technology driven products designed to meet the needs of drivers and conquer the demands of the road. To back our commitment to quality Continental and General Tire products are backed by one of the strongest warranties* in the industry.



PRODUCT	SEGMENT	MILEAGE WARRANTY (MILES)	CUSTOMER TRIAL
ExtremeContact™ Sport	Summer UHP	30K	60 Day
ExtremeContact™ DW	Summer UHP	N/A	60 Day
ExtremeContact™ DWS ⁰⁶	All-Season UHP	50K	60 Day
PureContact™	All-Season	70K	60 Day
TrueContact™	T & H Speed Rating	90K	60 Day
	V Speed Rating	80K	60 Day
ProContact™ GX ProContact™ TX ProContact™ RX	S & T Speed Rating	65K	60 Day
	H Speed Rating	55K	60 Day
	V Speed Rating	45K	60 Day
	W Speed Rating	40K	60 Day
ContiProContact™	S & T Speed Rating	80K	30 Day
	H Speed Rating	60K	30 Day
	V & W Speed Rating	40K	30 Day
CrossContact™ LX20	All-Season	70K	60 Day
TerrainContact™ A/T	All-Terrain	60K	60 Day
WinterContact™ ⁵¹	Winter	N/A	30 Day
ExtremeWinterContact™	Winter	N/A	30 Day



PRODUCT	SEGMENT	MILEAGE WARRANTY (MILES)	CUSTOMER TRIAL
G-MAX™ AS-03	Performance	40K	45 Day
AltiMAX™ RT ⁴³	S & T Speed Rating	75K	45 Day
	H & V Speed Rating	65K	45 Day
Grabber™ HTS ⁶⁰	S & T Speed Rating	65K	45 Day
	H Speed Rating	50K	45 Day
	LT Sizes	50K	45 Day
Grabber™ HTS	S & T Speed Rating	60K	45 Day
	H & V Speed Rating	45K	45 Day
	LT Sizes	45K	45 Day
Grabber™	Extreme Terrain	N/A	30 Day
Grabber™ X ³	Extreme Terrain	N/A	30 Day
Grabber™ AT ²	Passenger	60K	30 Day
	LT Sizes	N/A	30 Day
AltiMAX™ Arctic	Winter	N/A	30 Day
Grabber™ Arctic	Winter	N/A	30 Day
Grabber™ Arctic LT	Winter	N/A	30 Day
Grabber™ HD	LT Truck	N/A	45 Day

Continental is a Proud Sponsor of:

Continental Tire

- AMG Driving Academy
- BMW Driving School
- Collegiate Basketball and Football
- Hot Rod Power Tour
- International Motor Sports Association
- Lingenfelter Performance Engineering
- Major League Soccer
- Saleen Automotive
- Petty's Garage
- US Soccer
- West Coast Customs

General Tire

- Automobile Racing Club of America
- Best In The Desert
- Fishing League Worldwide (FLW)
- Lucas Oil
- Major League Fishing
- Zero1 Odysseys

the GOLD CONNECTION

Inside you will find information on consumer promotions, incentives and rewards, tools and program updates, products and selling tips, and training updates within Engage360.

Be on the lookout for the GOLD Connection newsletter.



GOLD Dealers are Eligible for Continental UHP Express Ship

When customers demand ultra-high performance tires that may not be in your inventory, you'll be able to meet their needs with the UHP Express Program. For orders up to 5 units, CTA will expedite direct delivery at no additional cost to you for the following Continental Tire marketing lines.



Continental ContiSportContact™ 2



Continental CrossContact™ UHP



Continental ContiSportContact™ 3



Continental ExtremeContact™ Sport



Continental ContiSportContact™ 5P & 5



Continental ExtremeContact™ DW



Continental SportContact™ 6



Continental ExtremeContact™ DWS⁰⁶

GOLD Silver and GOLD Gold Dealer Benefits

GOLD Dealer who purchase **2,000 units** annually will receive an invitation for two to our annual GOLD Dealer incentive trip.

GOLD Dealer who purchase **3,500 units** annually will receive a complimentary two day post trip extension.

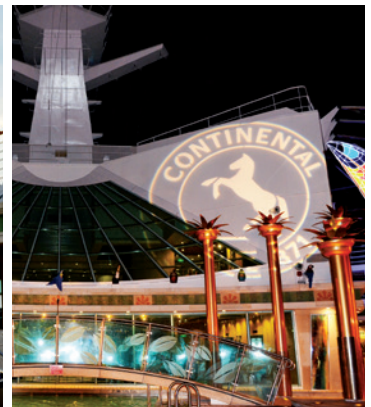
GOLD Silver Dealer incentive trip includes:

- All inclusive 5 day/4 night stay
- Premier hotel accommodations for 2 people (1 room)
- Round trip airfare for 2

2016 GOLD Cancun Trip



2015 GOLD Cruise



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www.continentaltire.com



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