



JANUARY 1, 2021 TO DECEMBER 31, 2021

2021

Yokohama Advantage

ADVANTAGE Annual Program
YOKOHAMA ASSOCIATE DEALER PROGRAM

Benefits

- Dealer Locator
- Access to Yokohama POP Material
- Training Program
- User friendly website
- Online registration

Payout

Annual Purchase Requirements (Tires)	HPT Advan, Avid Ascend GT, Parada, Spec-X, HPT OE	LAS PAS WTR Geolandar, Avid Ascend LX, Avid Touring S, IceGuard, BluEarth Winter V905, LAS/PAS/WTR OE
100	\$4.00	\$2.00
200	\$5.00	\$3.00
300	\$5.50	\$3.50
400	\$6.00	\$4.00
500	\$6.50	\$4.50
600	\$7.00	\$5.00
700	\$7.50	\$5.50
800+	\$8.00	\$6.00

*See Advantage portal for full product payout list, some exclusions apply

- Payment issued after each quarter
- Quarterly cash reward
- As additional thresholds are reached, payout is retro to first unit
- Threshold bonus is when the dealer reaches a higher tier mid quarter and dealer is rewarded the difference between new value per unit and payment received in previous quarters
- Paid Cheque Quarterly: Quarterly Cash Reward is cash reward on quarterly purchases based on highest tier reach in YTD totals

Eligible Dealers

- No car dealers

Qualifying Tires

- All active passenger, SUV & light truck tires
- Discontinued product is not eligible



SEE BACK FOR FURTHER IMPORTANT DETAILS

BARRIE

G.T.A.

OTTAWA

EAST GARAFRAXA

LONDON

OAKVILLE

ORDER DESK HOTLINE: 1.833.NEED.TDG (1.833.633.3834)



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Additional Information and Resources

- Register and track your progression at portal.yokohama.ca
- Dealer Locator: <https://tire.yokohama.ca/dealer-locator>
- Training Program: https://yokohama.learnupon.com/users/sign_in
- Distributor changes are valid for min. 1 year
- Deadline for enrollment of a quarter is the last day of the quarter

Multiple Locations

- When purchases for multi-location associate dealers are reported as a combined total, they reserve the right to divide the purchases among each location



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