Continental

JANUARY 1, 2021 TO DECEMBER 31, 2021

2021 Conti Gold Annual Program

Benefits

- Welcome kit
- ContiLink available to dealer
- Engage 360 online training
- Training points can be used to make purchases at ContiShop online
- Newsletter issued 3 times per year
- Conti ECHO Warranty App

Eligible Dealers

- No car dealers
- No wholesale dealers
- Retail Locations only

Multiple Locations

- Multiple locations can merge VB at year end
- Operate as single locations throughout year for market rewards

Payout

Canada Gold Dealer Level	Conti Payment	General Payment
Entrance 100-249	1.50	$1.00
Express 250-499	2.50	$1.50
Standard 500-749	3.50	$2.25
Select 750-999	4.50	$3.00
Elite 1000-2499	5.00	$3.25
Exceptional 2500 +	5.50	$3.50

- Paid quarterly plus Annual volume bonus by direct deposit to business account
- Direct deposit payout or by cheque for a fee

Volume Bonus Schedule

Level	Q1	Q2	Q3	Q4
Extrance	25	50	75	100
Express	65	130	195	250
Standard	125	250	375	500
Select	190	375	565	750
Elite	250	500	750	1000
Exceptional	625	1250	1875	2500

SEE BACK FOR FURTHER IMPORTANT DETAILS

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2021 Conti Gold Annual Program

NEW

CANADA DASH FOR GOLD

- Purchase at least the same number of Continental and General Tires units as you did in 2020 (minimum 100 units) and you are eligible to win Dash for Gold
- Draw February 10, 2022
- Grand Prize: One Canada Gold Dealer will win a trip for two to New York City in 2022
- Other prizes available
- 1 Entry per dealer and 1 Entry per level increase of Volume Bonus
- Existing Gold Dealers need to opt into Dash for Gold on 2021 contract renewal
- New Dealers must check the box to enroll in the Dash for Gold program on the 2021 contract

CLICK HERE FOR FULL DETAILS

Qualifying Tires

Conti	Model	Rate
	ContiSportContactLine	
	PremiumContact6	
	ContiCrossContact UHP	$6.00 per Tire
	ExtremeContactSport	
	ExtremeContact DWS 06 & DWS 06 Plus	
	PureContact LS	
	Terrain Contact A/T & H/T	
	ContiCrossContact LX Sport	
	ContiCrossContact LX 25	$5.00 per Tire
	VikingContact 7	
	IceContact XTRM	$4.00 per Tire
	ContiProContact Line	
	ContiWinterContact TS860 S	
	ContiWinterContact TS850 P	
	ContiWinterContact TS830 P	$3.00 per Tire
	Continental Other	Counts toward annual purchase
General	Altimax 365AW	
	Grabber X3	
	Grabber APT	
	G-Max AS-05	
	G-Max RS	
	Grabber HTS 60	
	Grabber ATX	$3.00 per Tire
	Altimax RT43	
	Altimax Arctic 12	
	Grabber Arctic	
	Grabber Arctic LT	$2.00 per Tire
	General Other	Counts toward annual purchase

Additional Information and Resources

- Not pro-rated at signup
- Agreement is 1 year and requires online renewal
- Separate agreement for each location
- Must qualify for 2 out of 4 quarters annually
- ContiLink Available to Dealer: www.contilink.com
- Engage 360 On-Line Training: http://www.engage360training.com/

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BARRIE G.T.A. OTTAWA EAST GARAFRAXA LONDON OAKVILLE

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