2021
Cooper Medallion
Quarterly Program

COOPER TIRES

JANUARY 1, 2021 TO DECEMBER 31, 2021

COOPER TIRES MEDALLION PROGRAM

Benefits

- E-Cooper University training
- Dealer statement available
- Enrollment reward
- Custom advertising
- Cooper merchandise
- Annual insight exchange trip for Emerald & Diamond/Platinum dealers who achieve growth goal after first year
- Dealer locator

Eligible Dealers

- Independent dealers
- Car dealers
- No Wholesale dealers

Multiple Locations

- Each dealer stands alone for sales achievements
- One payment issued to owner for multiple locations

Payout

	Total Tire Requirement		Core Tires	Value Tires	Winter Tires	Standard Tires
	Annual Total Tires	Quarterly Total Tires	Base Payment with Level	Base Payment with Level	Base Payment with Level	Base Payment Only
Gold	200 (100 must be Preferred Tires)	50 (25 must be Preferred Tires)	$ 4.50	$ 3.50	$ 2.50	$ 1.25
Sapphire	600 (300 must be Preferred Tires)	150 (75 must be Preferred Tires)	$ 5.75	$ 4.75	$ 3.50	$ 1.25
Platinum	1,200 (600 must be Preferred Tires)	300 (150 must be Preferred Tires)	$ 6.75	$ 5.75	$ 4.50	$ 1.25
Diamond	2,600 (1,300 must be Preferred Tires)	650 (325 must be Preferred Tires)	$ 7.75	$ 6.75	$ 5.00	$ 1.25
Emerald	4,000 (2,000 must be Preferred Tires)	1,000 (500 must be Preferred Tires)	$ 9.00	$ 8.00	$ 6.00	$ 1.25

- Option of re-loadable credit card in dealer principle's name or direct deposit to business account
- Both taxable benefits

New Member Bonus

Medallion Level	Gold	Sapphire	Platinum	Diamond	Emerald
Enrollment Reward	$ 150.00	$ 225.00	$ 300.00	$ 500.00	$ 750.00

No opening order required
See back for further important information

TIRE DISCOUNTER GROUP
WE DELIVER.

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

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

COOPER TIRES

JANUARY 1, 2021 TO DECEMBER 31, 2021

2021
Cooper Medallion
Quarterly Program

COOPERTIRES MEDALLION PROGRAM

Qualifying Tires

Preferred Tires		
Core Tires	**Value Tires**	**Winter Tires**
Discoverer AT3 4S	Evolution Tour	Discoverer Snow Claw
Discoverer AT3 LT	Evolution H/T	Discoverer True North
Discoverer AT3 XLT	Evolution M/T	Evolution Winter
CS5 Grand Touring		
CS5 Ultra Touring		
Cooper Zeon RS3-G1		
Discoverer EnduraMax		
Discoverer STT Pro		
Discoverer STT/maxx		
Discoverer SRX		
Discoverer SRX LE		
Discoverer Rugged Trek		
Discoverer HT Plus		
Discoverer HT3		

Standard Tires
Starfire AS
Starfire HT
Starfire AP
Starfire WR
Starfire RS-W 5.0
Starfire RS-W 7.0
Roadmaster RM253
Roadmaster RM257
Roadmaster RM170
Roadmaster RM170+
Trendsetter SE
Cobra Radial G/T

Additional Information and Resources

- E-Cooper University Training with Rewards: https://ecooperuniversity.xceleratemedia.com/
- Dealer Statement available: https://www.coopermedallion.ca/login
- Enrollment Reward to spend at: https://commerce.workflowoneaccess.com/
- Custom Advertising https://cooperbusinessconnections.com/
- Cooper Merchandise Available at: http://coopertire.corpmerchandise.com
- Min. 1800 units to qualify for trip 1st year: https://www.eiseverywhere.com/ehome/index.php?eventid=506848&
- Dealer Locator: http://ca.coopertire.com/find-a-store
- Sales start accumulating from the 1st of the month of Enrollment date
- Each quarter paid out with the opportunity to catch up throughout the year

Must keep ratio of 50/50 qualifying to non-qualifying units
Must keep ratio of 80/20 primary/secondary distributor

TIRE DISCOUNTER GROUP
WE DELIVER.

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

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