



JANUARY 1, 2021 TO DECEMBER 31, 2021

# 2021

## Pirelli Fast Track

### Semi Annual/Annual Program



#### **Benefits**

- Pirelli tire E-campus learning
- Incentive trip
- Welcome kit
- Counter sales team incentive
- Chance to win Grand Prize (Lease or Purchase of a Vehicle of your Choice)

#### **Payout**

- Paid annually by cheque

#### **Associate Dealer Annual Cash Rewards**

Starter	100-249 tires	\$1.00
Leader	250-499 tires	\$4.00
Winner	500-999 tires	\$6.00
Champion	1000+	\$10.00

\* Pro-rated from date of approval

#### **Opening Order**

- Required to order 24 tires in the first 30 days

#### **Eligible Dealers**

- No car dealers
- Retail sales only
- No 3rd party internet platforms

#### **Counter Sales Team Incentive**

Category	Per Tire
UHP	\$6.00
HP	\$3.00
Touring	\$1.00
Commodity	\$1.00

\* Sales team must complete e-campus training within 90 days of dealer enrollment in Fast Track program



**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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### Qualifying Tires

UHP	HP	Touring	Commodity
P Zero	P Zero All Season	Ice Zero	Cinturato Winter
P Zero (PZ4 -Sport, PZ4 Luxury)	P Zero All Season Plus	Ice Zero FR	P4 Four Seasons Plus
P Zero Asimmetrico	P Zero Nero All Seasons	Scorpion STR	
P Zero Corsa Asimmetrico	Cinturato P7 All Season	Winter	
P Zero Corsa Direzionale	Cinturato P7 All Season Plus/ II	SnowControl Family	
P Zero Direzionale	Scorpion All Terrain Plus		
P Zero Rosso Asimmetrico	Scorpion ATR		
P Zero Rosso Direzionale	Scorpion Ice & Snow		
Cinturato P1	Scorpion Verde All Season		
Cinturato P7	Scorpion Verde All Season Plus		
Scorpion Verde	Scorpion Zero All Season		
Scorpion Winter	Scorpion Zero All Season Plus		
Scorpion Zero Family			
Winter Sottozero Family			

### Distributor Change Process

- Dealer can change distributor once per year following the 2 year anniversary of approval date
- Must be submitted 30 days prior to the first day of the quarter
- No secondary distributors in Ontario, Quebec only

### Multiple Locations

- More than 1 associate dealer is called a Common Owner Group
- Must designate 1 associate dealer as the Main Associate Dealer Group



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