



JANUARY 1, 2021 TO DECEMBER 31, 2021

# 2021



**BARNN**  
Annual Program

## Benefits

- Dealer dashboard
- Dealer locator
- Retail training driving force
- Rebate kits sent to dealer
- Trade show
- National sales POP kits
- 90 day buy & try program
- Promotional support
- 2% of Purchases - Quarterly Co-op funding available if compliant
- Premium Tire Ownership Program - 4 Sets Per Year 25% of your cost
- Process fleet claims

## Payout

- Paid out in Q1 of the following year
- 4% - 7% Bridgestone & Firestone
- 0.5% fuzion is paid out if dealer compliant
- Credit on TDG account
- 900 units required annually
- Pro-rated if enrollment is mid year

### BARNN PAYOUT

Units	Payout
900	4%
1500	5%
2100	6%
2700	7%

No opening order required  
Distributor change is possible, case by case situation

## Eligible Dealers

- Car Dealerships are not eligible to participate
- Must complete dealer profile form
- Pass marketing survey by Bridgestone
- Submit 4 photos
- Professional retail image
- Well equipped service department
- Bridgestone/Firestone product on display
- Welcoming experience
- High level customer service

## Qualifying Tires

- Bridgestone Passenger & SUV/LT
- Firestone Passenger & SUV/LT
- Fuzion Passenger & SUV/LT  
(paid out only if dealer is compliant)



BARRIE

G.T.A.

OTTAWA

EAST GARAFRAXA

LONDON

OAKVILLE

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



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## Resources

- Dealer dashboard: <https://www.associatedealercanet.com/>
- Dealer locator: <https://www.bridgestonetire.ca/dealer>
- Retail training driving force: <https://www.mybridgestoneeducation.ca/>
- Entirenet: <https://bfentirenet.com/home/login.jsp>
- 90 day buy & try program: <https://www.bridgestonetire.ca/customer-care/tire-warranties/buy-and-try-90-day>
- Promotional support: [bridgestonemarketing.com](https://bridgestonemarketing.com)

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