

DEALER INFORMATION SHEET

The TruckersB2B Gold Program is great for both Dealers and Customers. Dealers gain access to new Goodyear Customers and Customers gain access to a Goodyear national account program. It's the best of both worlds!

BENEFITS TO DEALER

- **Access New Customers** – The Gold Program allows you to access new Goodyear Customers. If you have been trying to get Goodyear business, the Gold Program now gives you the edge you need.
- **No Credit Risk** – Since TruckersB2B assumes all credit risk, there is no risk to the Dealer.
- **Guaranteed Pricing** – TruckersB2B prices are good through December 31, 2009.*
- **Full Service & Support** – With the Gold Program, you can offer your Customers full service and support, including over-the-road coverage and consistent pricing throughout the country, even on breakdowns.
- **Additional Benefits**– In addition to providing Customers with national account pricing and benefits, you can also offer them additional benefits, such as a \$5 rebate per tire on Goodyear Retreads [some restrictions apply].

* Prices are subject to change in the event raw material costs increase more than 13% from January 1, 2009.

BENEFITS TO CUSTOMER

- **Consistent Nationwide Pricing** – Customers pay the same low price whether they are buying over-the-road or at their local dealer.
- **Guaranteed Pricing** – Prices are good through December 31, 2009*.
- **No Bulk Purchases Necessary** – Customers can buy one tire or 100 tires, and they will pay the same low price. They buy only the amount of tires they need.
- **24 Hour Coverage** – TruckersB2B is available 24 hours a day, 365 days a year [1.800.262.7878] to take Customer calls and issue a purchase order number.
- **24 Hour Nationwide Emergency Road Service** – Using the TruckersB2B Gold Program Account, Customers will have access to 1-877-4-TIRES-NOW for their emergency roadside tire needs.
- **National Account Service Pricing** – Guaranteed service pricing not to exceed our national account price levels.
- **Receive Rebates on Retreads** – Customers are also eligible to receive a \$5 rebate per tire on Goodyear Retreads through the TruckersB2B Tire Rebate Program [some restrictions apply].



FLEET PROFILE

So, who is a good candidate for the Gold Program? Basically, the Gold Program is great for anyone who purchases medium and heavy-duty truck tires, but here are a few guidelines:

- **Fleets with 10 trucks or more**
- **Fleets who purchase medium and heavy-duty truck tires**
- **Fleets not currently purchasing Goodyear tires** [great for those fleets you have been trying to get their business, but haven't been able to switch them over to Goodyear yet]