

# ASSOCIATE DEALER PROGRAM

At GRI, our mission is to provide top-tier Agriculture & Construction tires. Our Associate Dealer Program offers unmatched value to our customers, with extensive benefits and rewards.

Our Associate Dealer Program is a cornerstone of our commitment to supplying and servicing end-users with a complete product range, utilizing a coordinated network of GRI's preferred partners. Handpicking dealers who share our dedication to outstanding customer service is paramount in our program.



## Distributors

Distributors commit to stocking a comprehensive range of GRI products, ensuring our Associate Dealers always have access to the right tires when their customers require them. We prioritize attributes such as prompt service, on-the-ground sales support, and in-depth product knowledge in our selection of GRI distributors.

## Associate Dealers

Dealers are expected to uphold the GRI brand with the utmost professionalism. Key attributes we seek in our Associate Dealers include unwavering brand loyalty, a highly knowledgeable staff, well-equipped and branded service vehicles, neatly organized sales areas, and prominently displayed GRI identification.

## GRI

GRI is committed to providing our customers with an extensive selection of premium products, backed by competitive pricing, robust warranties, on-site support, training, as well as marketing and advertising assistance. Additionally, Associate Dealers will have the chance to earn attractive bonuses on qualifying GRI products throughout the year.



# Eligibility Requirements

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## Associate Dealer Eligibility

Enrollment in the GRI Associate Dealer Program is contingent upon approval by GRI Tires Inc. USA.

Only retail transactions qualify for participation in the Associate Dealer Program; redistribution purchases are excluded.

Direct GRI distributors and dealers who purchase also for redistribution are not eligible for enrolment as Associate Dealers.

Purchases by GRI's Associated Dealers from (a) GRI's local fill-in facilities (b) from GRI's authorised distributors (c) from GRI factory will be considered under this program if such purchases are for retail sales. Distributors can buy from Fill-in and GRI will drop ship to AD. All purchases by Associate Dealers needs to be routed via GRI's authorised distributors.

To maintain program eligibility, Associate Dealers must procure a minimum of 100 GRI branded tires annually through their selected distributor.

Sales will be prorated based on the quarter of acceptance into the program for Associate Dealers.

## Distributor Eligibility

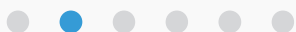
Participation in the GRI Associate Dealer Program is restricted to direct ship distributors only.

Distributors must maintain a clearly defined Associate Dealer channel with at least 85% of sales directed towards retail rather than redistribution.

Distributors must provide GRI Tires Inc. USA with comprehensive quarterly unit sales reports for each Associate Dealers. Failure to provide proper documentation will render Associate Dealers ineligible for incentives.

Approval and authorization from GRI Tires Inc. USA are obligatory for all GRI Associate Dealers.

GRI Tires Inc. USA holds the ultimate authority for final approval of all Associate Dealers. Hence, GRI distributors are prohibited from indicating or suggesting approval of an Associate Dealer without written confirmation from GRI Tires Inc. USA.



# Benefits and Incentives

As an Associated Dealer of GRI, you have the chance to earn generous bonuses determined by your quarterly GRI unit sales. To be eligible for payouts each quarter, a minimum purchase of 20 GRI units is required.

**Tier 1:** Quarterly units are between 20-60

**Tier 2:** Quarterly units are between 61-100

**Tier 3:** Quarterly units are over 100

Segment	Category	Product Series/Model Name	GRI (\$ payout)		
			TIER 1 (Quarterly units 20-60)	TIER 2 (Quarterly units 61-100)	TIER 3 (Quarterly units over 100)
AGRICULTURE RADIAL	TRACTORS	EARTH SERIES	22	26	30
	IF & VF	iFlex & vFlex and CHO/CFO	20	25	30
	TRAILER/IMPLEMENTS	F77/F88	20	24	28
	TRACTOR, HARVESTER, ROW CROP	65+, 65, 70, 80, 85, 90, 95	18	20	24
AGRICULTURE BIAS	TRACTOR REAR	RT100, RT110, RT120, RT130	8	9	10
	FLOTATION IMPLEMENTS	FL700, FL800	12	14	16
	SMALL FRONTS, IMPLEMENTS, IRRIGATION	FT1, FT2, FT3, I100, RIB3, RIB4, RIB5, RIB7, IR200, GW100	2	3	4
CONSTRUCTION RADIAL	INDUSTRIAL TRACTOR, LOADER, TELEHANDLER	MP55, TH200. EARTH TH200	10	11	13
CONSTRUCTION BIAS	INDUSTRIAL TRACTOR, LOADER BIAS, COMPACTOR, EXCAVATOR, GRADER, MPT	TL200, CT111, EX222, GT222, GT333, LT100, R400, R410, F300, LT122, LT200, SNOW, MP500, ET333, TX100, LT300	6	7	8
SS, MH, LT	Skidsteer, Forklift, Light Truck	LIFTEX, ROAD EX, XPT+, XPTSS, XPTND, XPT GREY, XPTHD	2	3	4

# Benefits and Incentives

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## Promotional Materials

As a valued member of the GRI team, we are committed to assisting you in establishing your business as one of our esteemed Associate Dealers.

Upon acceptance into the program, GRI will provide your dealership with a complimentary promotional material package.

## Joint Marketing Opportunities

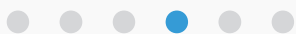
Enrich your engagement with the GRI Associate Dealer Program through collaborative marketing initiatives. Get access to cooperative advertising funds exclusively designated for joint marketing endeavours. These funds can be utilized across various promotional channels, spanning print and digital campaigns, vehicle wraps, and signage, all aimed at effectively highlighting your affiliation with GRI.

**Diverse Design Options:** Unlock a plethora of design templates tailored to harmonize seamlessly with both your brand and GRI's identity. These templates ensure that your marketing messages resonate effectively with your target audience, maximizing impact and recognition.

For comprehensive guidance and further details, please connect with your dedicated GRI's Regional Sales Manager.

## Additional Perks

- **Direct Engagement with GRI Staff:** Establish direct communication channels with GRI personnel, guaranteeing swift assistance and field technical support tailored to your business requirements.
- **Event Collaboration:** Receive dedicated support from GRI for event planning and execution, bolstering your presence in local markets and fostering enhanced customer interactions.
- **Comprehensive Training Opportunities:** Elevate your understanding of GRI products and enhance your technical proficiency through specialized training programs meticulously crafted to enrich your expertise.



# Terms and Conditions

## Enrollment

- 1) Complete the enclosed Associate Dealer application, effective as of (date.....).
- 2) Please submit the application to your chosen distributor.
- 3) The distributor will forward the application to GRI Tires Inc. USA.
- 4) GRI Tires Inc. USA will diligently review the application and provide notification to both the distributor and Associate Dealer applicant within 14 days of submission.

## Benefits and Rewards

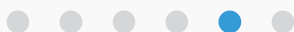
- 5) Refer to the bonuses outlined on the preceding pages for tier level requirements.
- 6) The Associate Dealer's designated distributor will manage the necessary paperwork to validate GRI purchases.
- 7) Bonuses earned by GRI Associate Dealers will be disbursed by the distributor. GRI Tires Pte. Ltd and/or GRI Tires Inc. USA will issue credits to the distributor accordingly.
- 8) GRI Tires Pte. Ltd. and/or GRI Tires Inc. USA reserves the right to conduct audits on all reported purchases made through the dealer's chosen distributor.

## Transferring Distributors

- 9) The Associate Dealer designates the distributor from whom they will procure GRI branded products.
- 10) Only purchases of GRI products made through the designated distributor are eligible for rewards.
- 11) After six months of program participation, Associate Dealers may formally request a change in their designated distributor.
- 12) GRI Tires Inc. USA will assess the request and grant approval if deemed appropriate.
- 13) Approved changes will be implemented at the beginning of the subsequent quarter.

## Others

- 14) Both Associate Dealers and distributors agree to maintain confidentiality regarding the terms and conditions outlined in our agreement, refraining from disclosing them to any third party.
- 15) In the event of any disputes arising from this Agreement between the Distributor and Associate Dealer, the parties commit to resolving the matter amicably through negotiation in good faith.



# Associate Dealer Application

ASSOCIATE DEALER PROGRAM

## Associate Dealer

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

## Distributor

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

As a GRI Associate Dealer participant, I hereby acknowledge my acceptance of all terms and conditions outlined in the GRI Associate Dealer Program. I am aware that failure to comply with these terms may result in the termination of my enrollment in the program at the end of each year. Additionally, I understand that GRI Tires Inc. USA reserves the right to amend these terms and conditions as deemed necessary.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

