

GET READY FOR AN **UPGRADE**

NEW TIRE BRANDS MEANS YOU CAN EARN MORE!



GOODYEAR
G3XPRESS

PROGRAM BROCHURE | 2025
G3XPRESSCA.PERKSPLUS.COM



Welcome to a new and improved program!

We've expanded the eligible tires in the Goodyear G3X program to include Cooper® and Starfire® Tires – giving you the freedom to choose what makes the most sense for your business, and the ability to process both Cooper and Goodyear tires on National Account.

You'll also find a totally overhauled program website, designed to make keeping track of your performance in the program easier than ever!

Here's to our strongest year of partnership with you yet!

Sincerely,

Goodyear Canada Inc.

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PROGRAM OVERVIEW

Buy tires, get paid.

The Goodyear G3X Program is designed to reward you for partnering with Goodyear by paying you whenever you purchase an eligible tire from your authorized distributor.

You'll earn for every eligible tire that you buy from your authorized distributor (see page 8-9 for more details), and get paid based on the G3X Tier that you've enrolled in. And, with more eligible tire brands than ever before, you can earn even more!

Take advantage of our special promotions to maximize your earnings and grow your business. Then, track your progress at

G3Xpressca.PerksPlus.com

with your personalized, easy-to-use dashboard.

**Welcome to the new
and improved 2025
Goodyear G3X
Program!**



GETTING PAID

Earn every quarter.



SECURE CHEQUE PAYMENTS

You'll receive your payment from us every quarter via cheque. Please ensure the mailing address that we have for you is correct so you can receive your cheque without delay.







PAYMENT SCHEDULE

We know that getting access to the money that you have earned is important. You will receive your taxable earnings from us on a calendar quarter basis throughout the year for the funds that you have earned in the previous quarter.



HOW TO EARN

Payment Amounts

	ANNUAL TIRES	TARGET		MID		ENTRY	
				GOODYEAR NON-TARGET	COOPER NON-TARGET & WINTER		
TIER 5	3,200	\$14.00	\$9.00	\$8.00		\$2.00	\$1.25
TIER 4	1,500	\$13.00	\$7.75	\$6.00			
TIER 3	900	\$12.00	\$6.75	\$5.00			
TIER 2	600	\$11.00	\$5.75	\$4.00			
TIER 1	300	\$5.00	\$4.50	\$3.00			

Attainment on Net Shipment, Payment on Net Purchases.



HOW TO EARN

Bonus Payments

Meet these additional criteria throughout the year to earn even more on top of your regular payment!

GROWTH BONUS

Grow your purchases in 2025 vs 2024

GROWTH PERCENTAGE VS 2024	BONUS PAYMENT
5%	\$2.00
7%+	\$3.00

ANNUAL VOLUME INCENTIVE BONUS

Purchase more than 1,200 units per location in 2025 and you'll get a bonus on every target category tire.

ANNUAL PURCHASES (PER LOCATION)	BONUS PAYMENT
1,200+	\$3.00 on Target Category Tires



HOW TO EARN


Goodyear G3X Eligible Tires


TIRE CATEGORIES		
TARGET		
		
ASSURANCE COMFORTDRIVE	EAGLE SPORT ALL-SEASON	WRANGLER DURATRAC
ASSURANCE MAXLIFE	EAGLE TOURING	WRANGLER DURATRAC RT
ASSURANCE WEATHERREADY	EAGLE TOURING ROF	WRANGLER ENFORCER MT
ASSURANCE WEATHERREADY 2	ELECTRICDRIVE 2	WRANGLER STEADFAST HT
EAGLE EXHILARATE	F1 FAMILY OF PRODUCTS	WRANGLER WORKHORSE AT
EAGLE GT II	WINTERCOMMAND ULTRA	WRANGLER WORKHORSE HT
EAGLE SPORT 4SEASONS	WRANGLER ALL-TERRAIN ADVENTURE	
EAGLE SPORT A/S	WRANGLER BOULDER MT	

TIRE CATEGORIES		
TARGET		
		
Cobra Instinct®	Discoverer® Road+Trail® AT	Discoverer® STT Pro
Discoverer® AT3 4S™	Discoverer® Rugged Trek®	Endeavor Plus®
Discoverer® AT3 XLT™	Discoverer® S/T MAXX	ProControl®
Discoverer® CrossRange	Discoverer® SRX LE™	Zeon RS3-G1™
Discoverer® EnduraMax®	Discoverer® SRX™	
Discoverer® HT3	Discoverer® Stronghold® AT	

TIRE CATEGORIES		
MID		
GOODYEAR NON-TARGET		
ASSURANCE ALL-SEASON	EFFICIENTGRIP	WRANGLER AT
ASSURANCE CS FUEL MAX	FIERCE ATTITUDE M/T	WRANGLER AT/S
ASSURANCE FINESSE	FORTERA HL	WRANGLER ENFORCER AT
ASSURANCE FUEL MAX	INTEGRITY	WRANGLER FORTITUDE HT
CONVENIENCE SPARE	RADIAL SPARE	WRANGLER HT-OL
EAGLE ENFORCER	ULTRA GRIP + SUV.4X4	WRANGLER SR-A
EAGLE ENFORCER ALL WEATHER	ULTRA GRIP 8 PERFORMANCE	WRANGLER ST
EAGLE ENFORCER WINTER	ULTRA GRIP 9+	WRANGLER TERRITORY AT
EAGLE LS	ULTRAGRIP PERFORMANCE +	WRANGLER TERRITORY AT/S
EAGLE LS2	ULTRAGRIP PERFORMANCE + SUV	WRANGLER TERRITORY HT
EAGLE NCT 5	ULTRAGRIP PERFORMANCE 3	WRANGLER TERRITORY MT
EAGLE RS-A	ULTRAGRIP PERFORMANCE 3 SUV	WRANGLER TERRITORY RT
EAGLE RS-A2	ULTRAGRIP PERFORMANCE GEN-1	WRANGLER TRAILRUNNER AT
EAGLE ULTRA GRIP GW2	ULTRAGRIP PERFORMANCE SUV GEN-	
EAGLE ULTRA GRIP GW3	WINTERCOMMAND	

TIRE CATEGORIES		
MID		
NEW	COOPER NON-TARGET & WINTER	
Cobra® Radial G/T	Endeavor®	Zeon CrossRange
Discoverer® Snow Claw®	Evolution M/T™	
Discoverer® True North™	Evolution Winter™	

TIRE CATEGORIES		
ENTRY		
		
Edge® Sport	Edge® Touring Plus	Safari® AT
Edge® Touring A/S	Edge™ HT	Safari® MT

TIRE CATEGORIES		
ENTRY		
		
Solarus AP™	Solarus HT™	Starfire RS-W 7.0™
Solarus AS™	Starfire RS-W 5.0™	Starfire WR™

NEW

PROGRAM WEBSITE

Take your Performance to the Next Level

G3XPRESSCA.PERKSPLUS.COM

The all-new Goodyear G3X program website allows you to see your performance in the program. With quick-reference dashboards, promotional information, and full program details, designed to give you the edge against the competition and help you earn as much as possible.



PERFORMANCE DASHBOARDS

See how many eligible tires you have purchased, and how many more you need to buy right on your homepage. Whenever there is a promotion running you can find a special “Promotional Dashboard” on your Homepage as well, which will show you how close you are to meeting the requirements of that promotion, so you can make informed purchase decisions to ensure you’ve met all program requirements by the end of the quarter.



CURRENT PROMOTIONS

Our Promotions page gives you all the details on current promotions in the Goodyear G3X program.



MOBILE COMPATABILITY

Check your performance from anywhere on any device, including laptops, mobile phones, and tablets.



QUICK REFERENCE DOCUMENTATION

Access important program-related documents such as product information, program terms and conditions, and dealer enrollment forms.

TAKE A LOOK TODAY

Visit **G3Xpressca.PerksPlus.com** - your number one resource for information on the Goodyear G3X program.

PROMOTIONS

Turbocharge your Earnings

To help you earn even more, take part in our periodic promotions – designed to reward you even more! Keep up to date by visiting **G3Xpressca.PerksPlus.com** to stay informed as to when these promotions are starting throughout



BONUS BUCKS

Watch your earnings skyrocket by earning more during these promotional periods. Participation is simple – just keep purchasing eligible tires as you normally would and earn a BONUS for every purchase!



FAST CASH

Take your earning potential to the next level during our Fast Cash promotion. Simply select a Fast Cash Level and then purchase the specified number of eligible tires from your distributor during the promotional period to earn your Fast Cash Bonus Payment on top of your regular Goodyear G3X earnings!



GOODYEAR REWARDSPLUS

RewardsPlus lets your counter salespeople earn money whenever they sell eligible tires, or submit an eligible Goodyear Credit Card application!

Frequently Asked Questions

How can I tell how close I am to reaching my G3X Tier goal for a quarter?

Visit the program website (G3Xpressca.PerksPlus.com). You can see how close you are to reaching your goal for the current quarter including the total number eligible tires purchased on our easy-to-reference and customized Performance Dashboard. You can also see how close you are to qualifying for any promotions that may currently be running.

What if I am short tires for a quarter?

If you do not meet your unit goal in a given quarter, you still have the opportunity to earn a payout through the Annual True Up—as long as the missed units are achieved in a later quarter within the same program year. At the end of the year, total eligible units will be evaluated based on the Tier you achieved across the full year, not just individual quarters. You can track your progress anytime by visiting the homepage of the program website: G3Xpressca.PerksPlus.com.

Where can I find the eligible products for the program?

Please see page 8-9 of this program brochure for a complete list of eligible tire products. You can also find an up-to-date list on the program website (G3Xpressca.PerksPlus.com).

Can I get additional copies of this brochure?

You can download a PDF of the most recent version of this brochure from the program website (G3Xpressca.PerksPlus.com)

When will my G3X Payment be processed and sent to me via cheque?

Payment in the Goodyear G3X Program are processed at the end of the month following quarter-end.

Can I purchase eligible tires from more than one distributor in the G3X program?

Every Dealer in the G3X program is limited to a maximum of two distributors, and no more than one distributor per brand. For questions or concerns, please reach out to your Goodyear Sales Representative.

My businesses ownership has recently changed. What do I do?

Contact your distributor sales representative. They will fill out a Ownership Change Request Form with you in order to ensure your business continues to earn in the program.

How do I know how much I will be paid?

Your rebate amount for the current quarter is visible in the performance summary. This amount will update during the quarter as sales data is processed.

How am I paid?

You will receive your earnings from us every quarter basis for the funds that you have earned in the previous quarter. Payments will be provided via a cheque, which will be mailed to the address that we have on file for you.



Welcome to your new and improved **G3X** program!



FREEDOM TO CHOOSE

Buy what makes the most sense for your business with a wider variety of tires than ever – including Cooper® and Starfire®!



NATIONAL ACCOUNT PROCESSING

Process both Cooper and Goodyear tires on National Account



EASY TO USE WEBSITE

Our program website will help you stay up to date on your current program performance, rules, and more. Check it out today at G3Xpressca.PerksPlus.com



BONUS PAYOUTS

Earn even more with promotions throughout the year.



SECURE & EASY PAYMENTS

Get paid via cheque each and every quarter.

HAVE QUESTIONS ABOUT THE PROGRAM? WE'RE HERE TO HELP!

Visit G3Xpressca.PerksPlus.com – your number one resource for information on the Goodyear G3X program.

