



2012 PROGRAM RULES & BENEFITS FOR ASSOCIATE DEALERS

ENROLLMENT

Each Associate Dealer must enroll and be accepted into the Premium FUEL Program before quarterly bonuses or support materials can be earned.

1. Complete the Associate Dealer enrollment form and forward it to your Authorized Kumho Distributor (referred to herein as “Distributor”). Once you designate a Distributor, only purchases direct from that Distributor will count toward your volume requirements.
2. Return the enrollment form to your Distributor. Your Distributor will send the enrollment form to Kumho Tire USA to activate your membership in this program. Your enrollment date is the date the enrollment form is signed by the appropriate Kumho sales representative.
3. You will receive confirmation of your enrollment, your official start date, and your opening support package after your enrollment has been accepted by Kumho Tire USA.

ASSOCIATE DEALER PROGRAM BENEFITS

Minimum Opening Order Units	0
Quarterly Volume Reward Requirements	12 units
Quarterly Bonus	\$60 for every 12 units purchased
Showroom Display Materials	Will be provided

QUARTERLY BONUS STRUCTURE

Bonuses will be earned by purchasing 12 units of a combination of the following patterns of Kumho UHP Products:

PRODUCT LINE	TIRE (Tread Code)
ECSTA	4X (KU22), LX PLATINUM (KU27), LE SPORT (KU39), STX (KL12), XS (KU36) SPT (KU31) & ASX (KU21) through 6/30/12 ONLY

For every 12 units purchased of the eligible products a \$60 bonus will be earned. Quarterly purchase quantities of the eligible products will be divided by 12 and then multiplied by \$60 to determine the quarterly Premium FUEL bonus. Bonus payments are based on attaining the quarterly unit requirements as outlined above. Quarterly Bonus is paid only if the volume requirements per quarter are achieved. Quarterly bonuses are paid by check or via Direct Deposit directly to the Associate Dealer business entity. Bonuses earned will be paid in the second month after the close of each quarter. Each quarter will stand on its own in regard to the bonuses earned. All bonuses are based on quarterly purchases.



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ANNUAL BONUS CATCH-UP STRUCTURE

The Premium FUEL Bonus attainment is administered quarterly, with bonuses paid out based on individual quarterly purchases. An annual catch-up bonus will be paid based on combining “left over” units from each quarter that did not reach the next 12-unit package quantity. See the table below for example:

EXAMPLE	QUARTERLY UNITS	QUARTERLY BONUS	“LEFT OVER” UNITS
Quarter 1	28	\$120	4
Quarter 2	16	\$60	4
Quarter 3	18	\$60	6
Quarter 4	22	\$60	10
Year-End Catch-Up Bonus		\$120	24

Volume requirements are accrued based on purchases of eligible Kumho brand UHP products through your designated Distributor. Level requirements are based on a per location basis. If purchases for multi-location Associate Dealers are reported as a combined total, Kumho will divide the purchases equally among the locations to determine the per location quarterly and annual unit achievement. Indoor signage and showroom displays are only a one-time reward per location. Bonuses will not be paid on any Kumho brand products other than those listed in the table on the front of this document. Associate Dealers enrolling in the program after the start of a quarter will be eligible to qualify for the bonus program; however, volume brackets will not be prorated.

ASSOCIATE DEALER REQUIREMENTS

Enrollment in the Kumho Associate Dealer Program is subject to the approval of Kumho Tire USA. Direct Kumho dealers are not eligible to enroll in this program. Associate Dealers must be retail dealers only. Internet based on-line stores without a physical retail store premise or car dealers purchasing tires to place on used cars waiting to be sold are not eligible to sign as Associate Dealers. Associate Dealers with more than 10% in wholesale sales are not eligible to participate in this program.

RECEIVING YOUR REWARDS

PROOF OF PURCHASE: Your designated Kumho Distributor will provide the required paperwork to confirm your valid purchases and the base dollar amount of the qualified patterns on which your bonus will be paid. Distributors have 30 days from the close of each quarter to provide the required information.

NON-BONUS REWARDS

Associate Dealers are eligible to receive showroom Point of Purchase displays and indoor signage when they enroll in the Premium Fuel Program. Associate Dealers must contact their designated Kumho Distributor to receive displays and signage.

TRANSFERRING DISTRIBUTORS

Associate Dealers must select the Kumho Distributor they designate to enroll through for this program. Associate Dealers can change their designated Kumho Distributor only once per calendar year. To change your designated Distributor, contact Nicholas Henkey, Kumho Premium Fuel Program Coordinator, at 909-428-3305 or e-mail FUEL@KumhoTireUSA.com to request a transfer form. Once the appropriate Kumho sales representative approves the form, the change will be effective two weeks from the date the form is approved. Your current designated Distributor will be notified of the change request.

KUMHO RESERVES THE RIGHT TO MODIFY OR CANCEL THIS PROGRAM AT ANY TIME. WE RESERVE THE RIGHT TO AUDIT THE WHOLESALERS' RECORDS THAT RELATE TO THE SALES REPORTED ON THIS PROGRAM. UNDER NO CIRCUMSTANCES SHALL ANYTHING CONTAINED IN THE ASSOCIATE DEALER PROGRAM BE CONSTRUED TO IMPLY THAT ANY DEALER WILL REMAIN AS AN AUTHORIZED KUMHO DISTRIBUTOR. IN THE EVENT OF ANY DISPUTE REGARDING THIS ASSOCIATE DEALER PROGRAM AND THE DESIGNATION OF DISTRIBUTORS AND ASSOCIATE DEALERS, KUMHO RESERVES THE RIGHT TO DESIGNATE AUTHORIZED DISTRIBUTORS AND ASSOCIATE DEALERS.