2015 GOLD Retailer Program
WE WANT TO BE YOUR #1! YOUR #1 PROGRAM, YOUR #1 SUPPLIER, YOUR #1 PARTNER!

The evolution of the Continental GOLD program has always been a journey driven by you, our valued dealers. This year is no exception. We are proud to bring you the 2015 GOLD program with enhancements developed with your feedback.

We continue to offer industry-leading incentives such as GOLD Marketing Line rewards, Volume Bonus rewards at ALL levels, Detailed Sales Tracking tools, Exotic Trip incentive, and Showroom displays. GOLD dealers also have access to Marketing and Advertising support, Point of Purchase materials and award-winning training. All designed to help us become your number one!

Being your #1 means more than just "rewards." Being your #1 means gaining your complete confidence in our product, our people, our program. It also means making your views and concerns a part of this process. Our goal will always be to provide dealers with the opportunities to grow their business with an easy to implement and dealer friendly program.

Continental's GOLD Program offers a spectrum of opportunities for the independent tire dealer with a lucrative program that will maximize results!

As time advances, Continental and the Continental GOLD program will continue to listen to you, the independent tire dealer, and earn that #1 spot.

Thank you for choosing the Continental GOLD Program.

Chris Jenkins
National Programs Manager
Sean McDermaid
National Sales Manager

All dealers are eligible to receive
GOLD PROGRAM MARKETING LINE REWARDS

<table>
<thead>
<tr>
<th>BRAND</th>
<th>MARKETING LINE</th>
<th>GOLD REWARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continental</td>
<td>ContiSportContact™ 5P/5</td>
<td>$8.00</td>
</tr>
<tr>
<td></td>
<td>ContiSportContact™ 3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ContiSportContact™ 2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>CrossContact™ UHP</td>
<td></td>
</tr>
<tr>
<td></td>
<td>CrossContact™ LX20</td>
<td>$7.00</td>
</tr>
<tr>
<td></td>
<td>ExtremeContact™ DWS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ExtremeContact™ DW</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PureContact™</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TrueContact™</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ExtremeWinterContact™</td>
<td>$4.00</td>
</tr>
<tr>
<td></td>
<td>ContiProContact™</td>
<td>$2.00</td>
</tr>
<tr>
<td></td>
<td>Continental OTHER</td>
<td></td>
</tr>
</tbody>
</table>

| GENERAL TIRE                                  | G-MAX™ AS-03           | $5.00       |
|                                              | Grabber™ AT            |             |
|                                              | Grabber™ HTS           |             |
|                                              | AtiMAX™ RT            | $3.00       |
|                                              | AtiMAX™ Arctic         | $2.00       |
|                                              | General OTHER          |             |

All dealers are eligible to receive
VOLUME BONUS

Volume bonus rewards are paid quarterly based on annual sales tracking.

<table>
<thead>
<tr>
<th>VOLUME BONUS SCHEDULE</th>
<th>Year Units</th>
<th>Express</th>
<th>Standard</th>
<th>Select</th>
<th>Elite</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Per Tire Bonus</td>
<td>$2.00</td>
<td>$3.00</td>
<td>$3.50</td>
<td>$4.00</td>
</tr>
</tbody>
</table>

Marketing Line Rewards are quarterly payments issued to dealers reporting 100+ units per quarter. A 24 unit opening order is required.

Thank you for choosing the Continental GOLD Program.

Chris Jenkins
National Programs Manager
Sean McDermaid
National Sales Manager
GOLD dealers now have online access to all Continental programs

- ENGAGE360 online training center
- RPM program - Real Performance Motivation
- Access to CTA online Dealer Marketing Suite
- Product information
- Marketing support
- Current news & updates about Continental & General Tire
- Detailed tracking tools
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- Product information
- Marketing support
- Current news & updates about Continental & General Tire
- Detailed tracking tools

ACCESSING THE GOLD PAGE IS EASY!

1. Visit www.contilink.com
2. Enter your USERNAME (your 85 account number) and your PASSWORD (your company’s ZIP code)
3. Click login.

Need Help?
Assistance is always a click away. Click on the “Contact Us” link to submit a request to help zone, or send us an email to emarketing@conti-na.com.

Sales Tracking Access
To receive your sales tracking log-on access, contact Continental Tire at 1-800-685-7651.

Sales Tracking and Calculator
New enhancements will make it even easier for you to obtain the information you need to help maximize your program participation. Continental has worked hard to develop industry-leading tools that are easy to navigate and implement. The GOLD calculator, accessible through www.ContiLink.com, allows you to project and optimize your total GOLD rewards by setting a purchasing plan making it easier to track and project progress in earning reward dollars within the GOLD program. The new sales tool demonstrates how to boost your GOLD rewards by increasing total tire purchases or changing product mix.

The Continental Real Performance Motivation, or RPM program, is the industry’s most comprehensive offering of rewards. With thousands of items to choose from such as electronics, home décor, outdoor equipment and much more! There is something for everyone!

The RPM program offers you the opportunity to earn valuable rewards by selling Continental and General brand tires. The process is fast and easy. Just claim your sales at www.continentalrpm.com and you will be on your way to the best rewards.

How it works
Go to www.continentalrpm.com to set up a username and password.
After you’re enrolled, simply claim your sales at www.continentalrpm.com. Then, mail or fax a printed claim form and copies of the eligible invoices to program headquarters.
Once your claims have been verified, RPM points will automatically be deposited into your personal account.
Then select the reward of your choice and it will be shipped to the location you designate (within the continental US). For details on point values per marketing line or required reward points for a specific item, log on to www.continentalrpm.com.

It’s quick, easy and rewarding! Before you know it, you can order rewards like these:

- LG® 55 Inch Smart 3D LED UHDTV with WebOS, 3840x2160 Resolution
- Keurig® Elite Single Cup Home Brewing System
- Titlest® Pro V1 Golf Ball Dozen
- Sony® Playstation® 4 Bundle

The Continental Real Performance Motivation, or RPM program, is the industry’s most comprehensive offering of rewards. With thousands of items to choose from such as electronics, home décor, outdoor equipment and much more! There is something for everyone!
Engage360 provides training on Continental and General brand products and more! Once you enter the training center, click on objects as you would in a video game to uncover hidden features.

It’s comprehensive.
Engage360 Training covers everything from Product Information, Tire Basics to sales scenarios for PLT and CVT & much more! It’s all online and accessible 24/7.

It’s convenient.
Train on all of the information and take the Certification Tests to earn your very own Certificate of Completion for the training!

It’s rewarding.

Continental Tire’s easy to use Dealer Marketing Suite is a toolbox that provides branded, personalized marketing materials that can be customized by location. The Dealer Marketing Suite is accessible via ContiLink and is geared toward helping you promote the Continental and General Tire brands with tire photos, ads, video, POP materials, showroom displays, direct mail and web and Facebook banners.

Continental Tire’s showroom concept is a complete sales floor enhancement package. The basis for the showroom concept is to allow you to customize your product selection and presentation, from adjustable tire stands to the hanging ceiling drum, the components give you the opportunity to arrange your show floor however you see fit. Showroom items can be ordered using Marketing Funds via the Dealer Marketing Suite.

Earning Marketing Funds is easy. Every Continental or General tire purchased through your GOLD distributor earns you a dollar that can be spent on not only showroom displays but also on direct mail to drive traffic to your front door.

General branded displays are also available. Visit www.contilink.com to learn more about the showroom program. *subject to approval

Showroom Displays
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Exterior Signage Program
All of the signs in this program feature thermoformed faces of Solar Grade Lexan, decorated in vivid, fade-resistant colors. Cabinets are of extruded aluminum, painted with a black finish. Illuminated by high-output lamps on one foot centers.

GOLD Select/Elite Dealers are eligible to receive at no cost a 2’x6’ Continental or General exterior illuminated sign. CTA will provide sign and installation at no cost to the GOLD Select/Elite Dealer. *subject to approval

Any GOLD Dealer is eligible to lease an exterior illuminated Continental or General sign and purchase installation. Contact your Continental Area Dealer Manager for details.

*subject to approval
Online Dealer Locator

Once signed to the GOLD program your location will be listed on the dealer locator with access from the Continental and General Tire websites in an effort to drive local traffic to your store. This listing is free to GOLD dealers and consumers who visit our websites can enter their zip code and receive a listing of dealers in their area.

GOLD dealers can also update their listing to include store hours and additional services provided at the location in addition to tire related services.

Total Confidence Plan

Not only does the purchase of Continental brand tires ensure quality and performance, it also provides an extra measure of confidence with the support of the Total Confidence Plan.

Road Hazard
Continental’s Road Hazard Coverage makes it unique in the industry because it applies to all Continental Branded Tires that are purchased as replacement, and is a promise of a free comparable replacement tire during the first 12 months after purchase or 2/32nds of treadwear (whichever comes first).

Limited Warranty
All Continental Passenger and Light Truck Tires are eligible for the Limited Warranty and Adjustment Policy for a maximum of 72 months from the date of purchase. The Policy allows for free replacement during the first 12 months from the date of purchase or the first 2/32nds of wear.

Customer Satisfaction
All Continental Passenger and Light Truck Tires bearing the Continental name and DOT serial numbers are covered up to 60 days (or the first 2/32nds of treadwear, whichever comes first).

Mileage Warranty
Coverage on select replacement products up to 90,000 miles.

3 Year Roadside Assistance* Free roadside assistance with flat change or towing up to 150 miles at no charge.

Certified dealers offer a variety of premium service options, such as Continental’s Roadside Assistance service.

Customers can access Continental’s Roadside Assistance service 24 hours a day, 7 days a week, by calling 1-800-847-3349.

Continental’s Roadside Assistance service is available to all Continental branded tire customers and includes services such as:
- Flat tire change
- Towing up to 150 miles
- Jump start
- Lockout service
- Fuel delivery

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Products & Selling Tips

Strong Warranties Support Our Commitment To Quality

Continental Tire’s engineers have developed technology-driven products designed to meet the needs of drivers and conquer the demands of the road. To back our commitment to quality Continental and General Tire products are backed by one of the strongest warranties in the industry.

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>SEGMENT</th>
<th>MILEAGE WARRANTY (MILES)</th>
<th>CUSTOMER TRIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>ExtremeContact™ DW</td>
<td>N/A</td>
<td>60 Day</td>
<td></td>
</tr>
<tr>
<td>ExtremeContact™ DWS</td>
<td>All Season UHP</td>
<td>50K</td>
<td>60 Day</td>
</tr>
<tr>
<td>PureContact™</td>
<td>All Season</td>
<td>50K</td>
<td>60 Day</td>
</tr>
<tr>
<td>TrueContact™</td>
<td>T &amp; H Speed Rating</td>
<td>90K</td>
<td>60 Day</td>
</tr>
<tr>
<td>ProContact™ GX</td>
<td>V Speed Rating</td>
<td>80K</td>
<td>60 Day</td>
</tr>
<tr>
<td>ProContact™ TX</td>
<td>All Season</td>
<td>65K</td>
<td>60 Day</td>
</tr>
<tr>
<td>ProContact™ RX</td>
<td>All Season</td>
<td>55K</td>
<td>60 Day</td>
</tr>
<tr>
<td>CrossContact™ LK20</td>
<td>All Season</td>
<td>45K</td>
<td>60 Day</td>
</tr>
<tr>
<td>ExtremeWinterContact™</td>
<td>All Season</td>
<td>40K</td>
<td>60 Day</td>
</tr>
<tr>
<td>Winter</td>
<td>N/A</td>
<td>30 Day</td>
<td></td>
</tr>
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1 Certain restrictions apply. See continentaltire.com for complete details.
2 Mileage warranty for the rear axle of split fitments will be 50% of standard tread wear out coverage.

Consumer relations: 1-800-847-3349

Certain restrictions apply. See continentaltire.com for complete details.
Continental is a proud sponsor of:

- International Motor Sports Association
- Petty’s Garage
- Collegiate Basketball and Football
- West Coast Customs
- Lingenfelter Performance Engineering
- Hot Rod Power Tour
- BMW Driving School
- Major League Soccer
- US Soccer
- National Soccer Coaches Association of America

GOLD connection

Inside you will find information on consumer promotions, incentives and rewards, tools and program updates, products and selling tips, and training updates within Engage360. Be on the lookout for the GOLD Connection newsletter.

GOLD Elite Dealer Benefits

GOLD Dealers who purchase 2,000 units annually will receive an invitation for two to our Annual GOLD Dealer incentive trip.

GOLD Dealer incentive trip includes:
- All inclusive 5 day/4 night stay
- Premier hotel accommodations for 2 people (1 room)
- Round trip airfare for 2

2014 GOLD Cancun Trip

2015 GOLD Cruise