

# MICHELIN AUTHORISED RETAIL PARTNER PROGRAMME FY2022



## **GROW YOUR BUSINESS WITH MICHELIN**

When you partner with Michelin, you get the benefits and support of being part of a network without any of the costs or fees.





# PROGRAMME BENEFITS

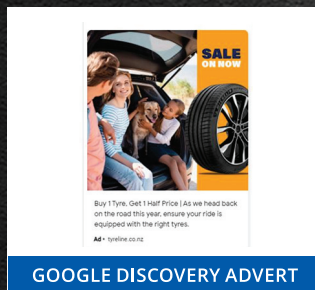
## PREFERRED PRICING & REBATES

Get competitive pricing on world-leading products and earn rebates as you go - All year round!

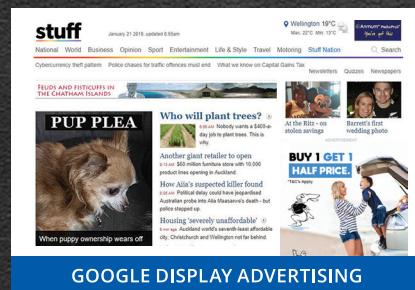
## NATIONAL RETAIL PROMOTIONS

Let us take care of the marketing side of things and all you have to do is, what you do best, have the tyres on your shelf and do the deal!

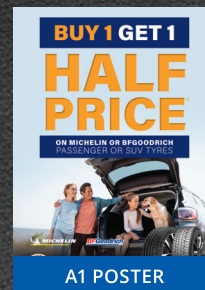
- All promotions are supported by comprehensive national digital marketing campaigns using channels such as Facebook & Google.
- You will receive a free point of sale marketing pack for each promotion including items such as posters, counter cards and flyers.
- As a partner you will appear on our website as a participating store for promotions, with Google Maps guiding customers direct to your door.



GOOGLE DISCOVERY ADVERT



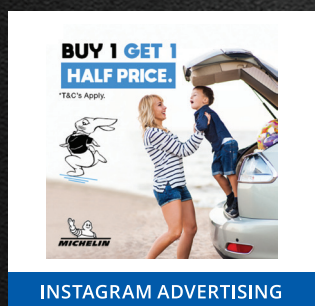
GOOGLE DISPLAY ADVERTISING



A1 POSTER



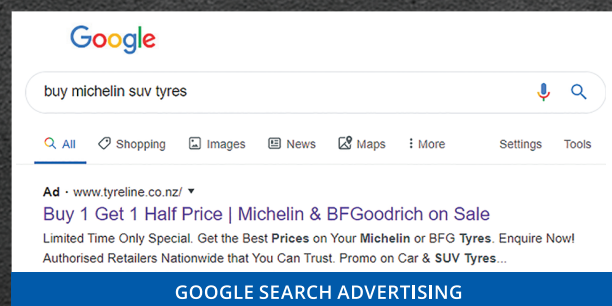
COUNTER CARD



INSTAGRAM ADVERTISING



FACEBOOK ADVERTISING



GOOGLE SEARCH ADVERTISING

## PROMOTION & ADVERTISING FUND

Get access to a promotion and advertising contribution that starts from the first Tyre you buy from Tyreline. Use this to support your own local marketing, or take advantage of our customised digital marketing packages.



BILLBOARD



# DESIGN SERVICE

We are excited to offer our retail partners a subsidised design service for any artwork that promotes your business and our Tyreline brands. Design work will be charged out at a rate of \$45 +GST an hour. Artwork related to our retail promotions will be FREE.



# RECEIVE SALE ENQUIRIES DIRECTLY TO YOUR INBOX

Hundreds of customers visit our “Browse Tyres” page on our website every week, generating sales enquires for our Michelin Authorised Retail Partners. The completed enquiry form is sent directly to the store selected by the customer.

During promotional periods, the dealers listed on our “Browse Tyres” page are filtered to show only those partners who have opted-in to our promotions, maximising the benefit for these partners.

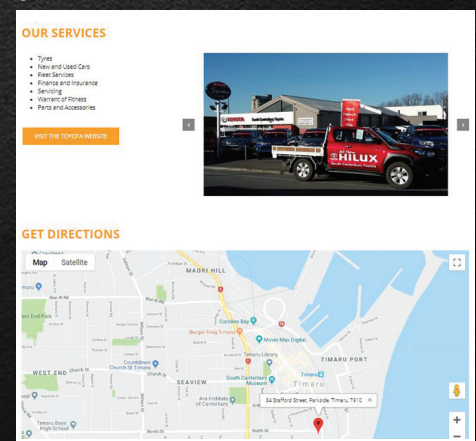
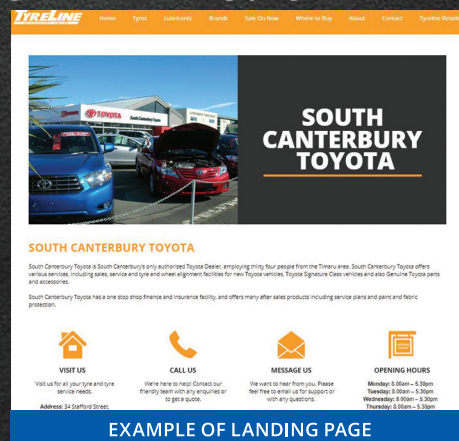


# FEATURE ON OUR WEBSITES

Feature on our websites “tyreline.co.nz”, “michelin.co.nz” and “bfgoodrich.co.nz” as an Authorised Retailer with “always on” marketing directing customers to your store.

# INDIVIDUAL STORE PAGES

You will have a dedicated landing page on our Tyreline website, linked from our “Where to Buy” web page. The landing page will include your store location, email address, phone number, opening hours, services and a link to your own website. The page also includes photos and a Google Map sending customers right to your door.





# OUR LOGO AND SIGNAGE

We have developed a logo that will be used in all of our advertising. We will be encouraging consumers to look out for the “Michelin Authorised Retailer” sign to help identify stores which offer our brands and retail promotions.

We have a variety of signage on offer for our partners to help consumers identify that you are an Authorised Retailer. Some of our signage options are shown below.



# PRODUCT TRAINING

Drive your sales of better quality and higher margin products and help your team up skill with our face-to-face and online training programmes – all at zero cost to you!



# UP TO 50% OFF TYRES

Keep your vehicles at peak performance with special discounts on tyres from Tyreline. A specified number of tyres for business, personal and employee use are available. This will be up to 50% off RRP.





# BECOME A PART OF THE 0800 30 30 40 PHONE NUMBER NETWORK

Don't miss out on your opportunity to receive calls directly from our 0800 number.

## POS DISPLAY UPDATES

Let us help you keep your point of sale (POS) marketing up to date and looking fresh and professional.

- Receive a new POS item with each major promotion you opt in to.



## MICHELIN DELIVERY FLEET

We are rapidly expanding our fleet of delivery vehicles to ensure we deliver quickly and efficiently.





# MICHELIN WAREHOUSES

**AUCKLAND WAREHOUSE**  
157 GREAT SOUTH ROAD  
OTAHUHU  
AUCKLAND  
BEHIND ADVANTAGE TYRES

**MOUNT MAUNGANUI WAREHOUSE**  
8-10 NEWTON STREET  
MOUNT MAUNGANUI  
BEHIND ADVANTAGE TYRES

**HAMILTON WAREHOUSE**  
87 KAHIKATEA DRIVE  
HAMILTON

**PALMERSTON NORTH WAREHOUSE**  
739 TREMAINE AVENUE  
PALMERSTON NORTH

**CHRISTCHURCH WAREHOUSE**  
16 BAIGENT WAY  
SOCKBURN  
CHRISTCHURCH

**DUNEDIN WAREHOUSE**  
353 ANDERSONS BAY ROAD  
SOUTH DUNEDIN  
DUNEDIN





# MICHELIN RETAIL PARTNER ANNUAL VOLUME & INCENTIVE AGREEMENT

Please indicate which volume target you would like to achieve in the 2021/2022 financial year by completing the below.

Retail Partner

Company Name: ..... Trading Name: .....

Owner's Name: .....

Premises Address: .....

Email Address: .....

Phone: ..... Mobile: .....

Child Accounts? Yes/No

Please list child account below, with all the above details completed.

Please indicate which volume target you would like to achieve in the 2021/2022 financial year by completing the below.

Months	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
Michelin / BFGoodrich PC 4x4													
Michelin / BFGoodrich Truck													
Retread													

Michelin PC Rebate ..... BFG Rec Rebate .....

New Truck Rebate ..... Retread Rebate .....

PAF ..... Keyman .....

This agreement is based on an annual sales volume with rebates paid monthly. Where a monthly sales target is not reached, rebate will not be paid, but will be paid retrospectively when the annual sales volume level is met or exceeded.

1. Target and rebate periods end on the 31st March 2022.
2. BFGoodrich Truck purchases count towards target but no rebate is payable on this spend.
3. This target and rebate level is only applicable to the store noted by the Dealer Premises or the Parent and Child accounts.

Your commitment is to continue to be a stockist and reseller of Michelin & BFGoodrich products. (please sign below):

.....  
Retail Partner Signature

.....  
Tyreline Representative Signature

.....  
Please print name of signatory

.....  
Please print name of signatory

.....  
Date

.....  
Date

Stockist status ensures you to carry a minimum amount of products as advised by your Account Manager.



# A LITTLE BIT ABOUT TYRELINE...

**OUR VISION IS TO ENHANCE NEW ZEALANDERS' DRIVING EXPERIENCE BY PROVIDING EVERYONE THE OPPORTUNITY AND INCENTIVE TO ENJOY THE WORLD'S MOST PRESTIGIOUS AND SAFE MOBILITY SOLUTIONS.**

## **OPPORTUNITY**

Opportunity means that we aim to have our products in the right place at the right time. Our customers have access to our quality products through distribution warehouses in both the North and South Islands.

## **INCENTIVE**

As well as providing top quality brands, we want to make dealing with us easy. We provide a web based ordering system and deliver product and sales training so you can be as confident selling our products as we are. This year we will be significantly increasing our investment on digital marketing campaigns in order to direct customers to our partners.

## **ENJOY**

By matching our quality products to peoples' needs, we can ensure that their experiences are enjoyable and they become loyal customers of our brands

## **PRESTIGIOUS**

We understand that quality products mean value for money. We have partnered with several of the worlds' leading brands to ensure we can offer customers a wide range of the best quality products at competitive prices.

## **SAFETY**

Our quality products are backed up by expert technical assistance to ensure everyone is kept safe.



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