



**MICKEY THOMPSON**®



*Dick*  
**CEPEK**®  
TIRES & WHEELS

**PERFORMANCE  
MARKETING ALLIANCE**

**RETAILER INCENTIVE PROGRAM**

# Tier Levels

Lucrative Rewards for Each Unit Purchased Whether It's a Tire or a Wheel !

## Exclusive Bonus Offers!

Periodic Special Offers That Are Only Available To MTPMA Members



Bi-Annual Reward Dollars Will Be Credited To Your Own Personalized Mickey Thompson Debit MasterCard™. The More You Purchase The More You Earn!

**\$2.50**

48+

UNITS

**\$3.50**

120+

UNITS

**\$5.00**

240+

UNITS

**Every Unit = 1 Point**

TIER 1

**“THE ATTEMPT”**

TIER 2

**“THE ASSAULT”**

TIER 3

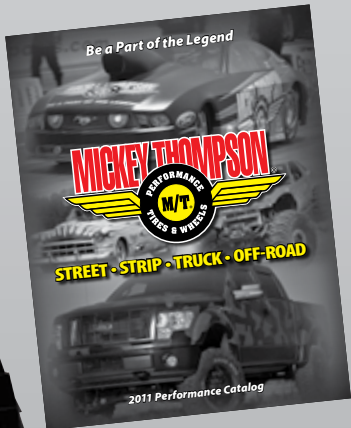
**“THE CHALLENGER”**

# Point Of Purchase Materials

## MTPMA Members Receive:

- 1- Mickey Thompson 3'x8' Bay Banner
  - 1- Mickey Thompson Embossed Aluminum Tacker Sign
  - 2- Mickey Thompson Mini Banners
  - 4- Mickey Thompson Tire Stands
- Plus: Sold Here Decals, Catalogs, Pocket Guides and More

Comparable Dick Cepek POP Materials are available



# Employee Training Program

## FREE Employee Training & Certification Program

We train you and your employees on all aspects of Mickey Thompson products so your team will be prepared to sell our high tech products. Ongoing training for future employees is made available via our online training web site.



# FREE!

Apparel To Employees That Complete Our Online Training Course

# Advertising Support

All MTPMA members get **FREE** Inclusion as a “**Preferred Dealer**” on the Web Sites and 1-800 Dealer Locator

- Sales leads from our full page ads in major enthusiast publications
- Included in special direct mailings of p-o-p materials for promotions and rebates via our “Power Promotion” monthly newsletter
- MTPMA members can participate in the Marketing Advisory Board where they can voice their opinions on everything from new product ideas to future marketing programs.



For a Dealer Near You Call 866-943-6742  
or visit [www.mickeythompsontires.com](http://www.mickeythompsontires.com)

*We'll Send Customers To Your Door!*

# Mickey Thompson

## STREET



**Sportsman Pro®**  
Bias Ply Classic  
Street Rod Tire



**Sportsman S/R™**  
Radial Street Rod Tire  
Wide Rears, Skinny Fronts



**Sportsman S/T™**  
Radial White Letter for Muscle Cars  
and Trucks



## STRIP



**ET Drag®**  
Bias Ply Drag Slick



**ET Street®**  
Bias Ply DOT Drag Tire



**ET Street® Radial**  
DOT Drag Radial



**ET Street® Radial II**  
DOT Drag Radial

## TRUCK



**Baja STZ™**  
Street Smart All Terrain Radial  
OE Replacement Sizes



**Baja ATZ™ Plus**  
All Terrain Radial



**Baja ATZ™**  
All Terrain Radial



**Baja MTZ™**  
Mud Terrain Radial



**Baja Claw® TTC**  
Extreme Terrain Radial

## M/T WHEELS



**SideBiter®**



**Classic Lock™**



**Classic Lock™  
Black**



**Classic II™**



**Classic II™  
Black**

# Earn Points for Any Mickey Thompson or Dick Cepek Tire or Wheel !!



Dick Cepek

TRUCK



Radial F-C II  
All Terrain Radial



Mud Country  
Mud Terrain Radial



Crusher  
Extreme Terrain Radial

DICK CEPEK WHEELS



Gun Metal 7



Torque



DC-2 Black



For More Information Contact  
Mickey Thompson Tires  
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Stow, OH 44224  
800-222-9092

[MTPMA@mickeythompstires.com](mailto:MTPMA@mickeythompstires.com)



# MICKEY THOMPSON PERFORMANCE MARKETING ALLIANCE PROGRAM F.A.Q. SHEET

## Frequently Asked Questions about MTPMA

**Q.** If I already stock M/T inventory, do I still have to purchase 12 units to join the MTPMA program?  
**A.** Yes, all units purchased will go towards your first tier's numbers. Proof of opening order must be sent with sign up form to activate membership account.

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**Q.** Does each store have to qualify for the rebate level or is it by the company's overall purchases?  
**A.** No, the tier level is based on the company's overall purchases as long as a 48 unit threshold is reached.

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**Q.** If I join the program in the middle of the 6 month period, do I still have to reach the minimum threshold to get paid?  
**A.** No, threshold amounts will be prorated based on the remaining months of the 6 month period.

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**Q.** I forgot to fax in all invoices for the 6 month period. Can I claim those points during the next period?  
**A.** No. We strive to remind members throughout the period to turn in their invoices in a timely fashion. All invoices must be turned in by the 30<sup>th</sup> day after the close of the period.

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**Q.** What is the payment schedule if the first threshold is met?  
**A.** You can expect payment during the month of August after the 1<sup>st</sup> period has been completed or February for end of the 2<sup>nd</sup> period.

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**Q.** If my primary warehouse doesn't have the product and I have to get it from another warehouse, will I still get credit for the purchase?  
**A.** Yes, all units purchased and submitted count towards your goal.

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**Q.** Will M/T drop ship the product directly to me if the warehouse doesn't have it in stock?  
**A.** No, M/T does not drop ship.

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**Q.** What is an acceptable Proof of Purchase?  
**A.** A report from your WD detailing all purchases and credits during the 6 month period. Acceptable reports would include: a detailed Excel (or similar) report from your WD (preferred) or all individual invoices detailing purchases and credits via email, fax, or mail.

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**Q.** Are there any co-op funds available to MTPMA members for advertising?  
**A.** No, not as part of the program but there might be other tools available.

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**Q.** I have an internet website to promote my company, will this disqualify me from the program?  
**A.** We encourage all stores to have a website to promote their company. However, you must have a brick and mortar store to become a member of the program. If your focus is mail-order, then you would be disqualified and referred to the Regional Marketing Manager for other opportunities.

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**Q.** Do I have to sign up and qualify with an opening order annually?  
**A.** No, as long as you reach the minimum threshold for each period during a calendar year.