



TREAD AHEAD PROGRAM

Spin up sales, roll in rewards!



INCENTIVE BREAKDOWN

Description	24" and under	Between 25" to 38" (38" included)	Over 38"
1. Bias Implemenents, Irrigation & Fronts	\$2	\$2	\$2
2. Forestry & Ag Bias (LS2, R1, R2, Flotation etc.)	\$5	\$8	\$8
3. OTR Bias (Skid Steer, Forklift, R4, Earthmover, Port etc.)	\$4	\$8	\$8
4. Radials	\$10	\$15	\$25
5. IF & VF Radials	\$15	\$40	\$40

BENEFITS OF TREAD AHEAD PROGRAM

Quarterly
Program

Paid by
Account Credit/
Credit Note

Pop
Materials

Uncapped
Earning Potential

* Eligibility Criteria: Minimum quarterly volume of 24 pcs

CEAT ASSOCIATE DEALER PROGRAM

Dealership Name:

Street Address:

City, State, Zip:

Key Associate Dealer Contact:

Title:

Email: Phone/Cell:

Dealer Website:

MASTER DISTRIBUTOR INFORMATION

Company Name:

Location:

TERMS & CONDITIONS

I acknowledge that by signing and/or submitting this document that I would like to be a participant in the CEAT Tread Ahead Program (the "Program") and recognized as a CEAT Tread Ahead Dealer. As an authorized CEAT Tread Ahead Dealer I will have access to the Program benefits that are described in the Program detail brochure. I understand and acknowledge that my enrollment and participation in the Program is subject to the terms and conditions set forth in the Program detail brochure and that the term of my enrollment lasts through December 31st of the year that I enrolled in the Program, which may be automatically renewed on an annual basis if I meet the necessary requirements. I further understand and acknowledge that my Master Distributor, as designated in this enrollment form, will be responsible for reporting the following information to CEAT Specialty: units sold, product descriptions, and in addition, the Master Distributor will serve as the primary contact, on behalf of the enrollee herein, with CEAT Specialty for any and all other matters concerning the Program. I further understand that CEAT Specialty does not guarantee product availability, pricing or delivery terms through the Program. I acknowledge that CEAT Specialty may amend, modify or cancel this program at any time with or without advance written notice and hereby consent to be bound by said amendment(s), modification(s) or cancellation.

Lastly, I agree that by signing and/or submitting this enrollment form that I hereby consent to allow CEAT Specialty to send marketing materials directly to me via physical or electronic formats

CEAT ASSOCIATE DEALER REPRESENTATIVE SIGNATURE

Name: Date:

Title: Signature:

MASTER DISTRIBUTOR REPRESENTATIVE SIGNATURE

Name: Date:

Title: Signature:

NOTES

Scan QR to know more

