



The spirit of the Avon Motorcycle Tyres Retail Support Programme is 'Growth'. Avon Motorcycle Tyres expects RSP members to maintain or exceed their purchase goal year after year.

Avon Motorcycle Tyres reserves the right to amend or terminate the Programme by providing 30 days written notice.

In the event of a lost or stolen Avon Tyres Prepaid MasterCard® please call 01225 357185. A £15 fee will be charged.

As a participant in the Programme, each dealer will promote Avon products using the highest ethical standards.

All amounts are shown in UK pounds or, in the case of the Republic of Ireland, in Euros.

Retailers and Distributors participating in the Programme will comply with all advertising standards promulgated by bodies such as the Advertising Standards Agency and as set forth by Avon Motorcycle Tyres to promote the Avon brand, including, but not limited to, full compliance with Avon Motorcycle Tyres' advertising policies.

**If you have any questions about the Avon Tyres Retail Support Programme, contact the RSP administrator on 01225 357185 or [gbretherton@coopertire.com](mailto:gbretherton@coopertire.com)**

Participating retailers and Distributors shall not disclose the terms and conditions of the Programme to any third party or post online.

Nothing contained in the Programme shall be construed as an employment agreement or an employment relationship by and between Avon Motorcycle Tyres and any Distributor or dealer employees.

The Programme shall be governed by the laws of England and Wales and any disputes related in any way to the Programme shall be filed and litigated exclusively in the courts of Bristol, England.

Avon Motorcycle Tyres is not responsible for the operation of PAYE or the payment of any tax (including national insurance) which may arise as a result of membership of this programme. In addition Avon Motorcycle Tyres is not responsible for making any declaration to HMRC on any tax returns, or tax related filings, that may be required as a result of the above. These remain your sole responsibility.

## RSP FREQUENTLY ASKED QUESTIONS

- Q. Does each store have to qualify for the rewards level or is it by the company's overall purchases?**
- A. Attainment is based on branch individual purchases.
- Q. What Avon tyres qualify for the program?**
- A. All Avon motorcycle tyres qualify.
- Q. If I need to purchase from another distributor, will I still get credit for the purchase?**
- A. Yes, but you must submit a "Non-Designated Distributor" form to Avon Motorcycle Tyres. Contact us for details.
- Q. Do I have to sign a yearly agreement to be on the RSP program?**
- A. If you reach 24 units per annum, you will automatically be renewed for the following year. If you cannot reach 24 units, you may be asked to re-sign for the following year.
- Q. Can I change my Distributor supplier?**
- A. Yes, with a two week notice. This can only be done once per year.

# AVON MOTORCYCLE TYRES RETAIL SUPPORT PROGRAM (RSP)



Participation is governed by the rules and conditions set forth in the Avon motorcycle tyres Retail Support Programme (RSP) sign-up sheet and FAQs.



# EARN POUNDS/EUROS FOR ANY AVON TYRE PURCHASES!

To start earning these great rewards, simply purchase six Avon tyres in Q1 2016

## RSP RETAILERS RECEIVE:

- Exclusive Avon promotions
- Avon dealer locator listing
- Specialised Avon POS materials

TICK IF NEEDED  Tyre display shoe

## ALL POINT OF SALE KITS INCLUDE:

- Product data book.
- Road hazard warranty leaflets.
- DL leaflets.
- Laminated posters.

## RETAILER INFO:

Retailer .....

Contact Name .....

Address .....

City .....

County .....

Postcode .....

Phone .....

E-mail .....

Website .....

## REWARDS CARD:

Issued to .....

Tax .....

Signature .....

Date .....

Distributor .....

Rep name (Designated) .....

Rep phone .....

Rep email .....

## Designated Distributor will provide purchase reports every three months.

Email completed forms and a copy of your six tyre opening order to:  
gbretherton@coopertire.com

**Six units must be purchased in each period to earn rewards.**

## PARTICIPATING DISTRIBUTORS:

**Mainland UK**  
Bike Tyrestore  
Bradbury Bros

Direct Distribution  
Micheldever  
On 2 Wheels

**Northern Ireland**  
Charles Hurst Tyres

**Republic Of Ireland**  
Timeless Distribution

## AVON MOTORCYCLE TYRES RETAIL SUPPORT PROGRAMME (RSP) SIGN-UP SHEET & FAQs

Avon Motorcycle Tyres division of Cooper Tire & Rubber Company Europe Limited registered under company number 0150904 in Cardiff, Wales, United Kingdom and having its registered office at Bath Road, Melksham SN12 8AA United Kingdom. Avon Motorcycle Tyres has created a special program, called Avon Motorcycle Tyres Retail Support Programme (RSP). The RSP program is designed to provide retailers with marketing assistance along with rewards. RSP participants will receive rewards by simply purchasing Avon Motorcycle tyres through their designated distributor and promoting them in their retail store.

## HOW IT WORKS

1. As a retailer, you sign up for the Avon Motorcycle Tyres Retail Support Programme (RSP) through the participating Distributor of your choice.
2. Qualifying tyres include any Avon Motorcycle tyres.
3. Email form with a copy of your six tyre or more opening order to:  
gbretherton@coopertire.com
4. Members will receive the following sterling/euro payment per unit reward based on a minimum of **six units** purchased for each three month period.

**January to March, April to June, July to September and October to December 2016;**  
**3D Xtreme, 3D Supersport, 3D X-M and TrailRider (£2.00/€2.60 per tyre);**  
**3D Sport, Storm 2 Ultra, Cobra, Roadrider and StreetRunner (£1.00/€1.30 per tyre);**  
**Classic tyres and Viper Stryke (£0.75/€1.00 per tyre).**

5. RSP is a program for retail stores only.

Your tyre purchases will be tracked by your designated Distributor so there is nothing else you need to do except sell!

Purchase at least 24 units per annum to maintain reward status for the following year.

Rewards are paid every three months via a personalised Avon Motorcycle Tyres Prepaid MasterCard®, after the Distributor's purchase verification is received.

Rewards earned will be issued to your card 4-5 weeks after each three month period has ended. Example: Rewards earned in the first period (January-March) will be issued at the end of April or early May.

All return to stock credits will be deducted from your purchases prior to calculating rewards.

Again, you have the right to select the designated Distributor of your choice to enrol you in the Avon Motorcycle Tyres Retail Support Programme (the 'Programme'). You also have the option to change your Distributor choice once during the calendar year, but two weeks' notice is required in order to make the change. If you decide to change, please contact your Avon Tyres Motorcycles Sales Manager (gbretherton@coopertire.com).

If for any reason your designated Distributor cannot supply you with the Avon tyres you desire, you may purchase them from any other participating Distributor. In this event, you must provide proof of purchase from the substitute distributor by submitting a 'Non Designated Distributor Purchase Form' provided by Avon Motorcycle Tyres, a copy of the original invoice must be submitted and the invoice must include the substitute Distributor's name, along with the part numbers and quantities purchased.

These forms must be submitted within 7 days after the close of the current period in order to receive the reward payment for your purchases.