

**CENTURY**<sup>™</sup>

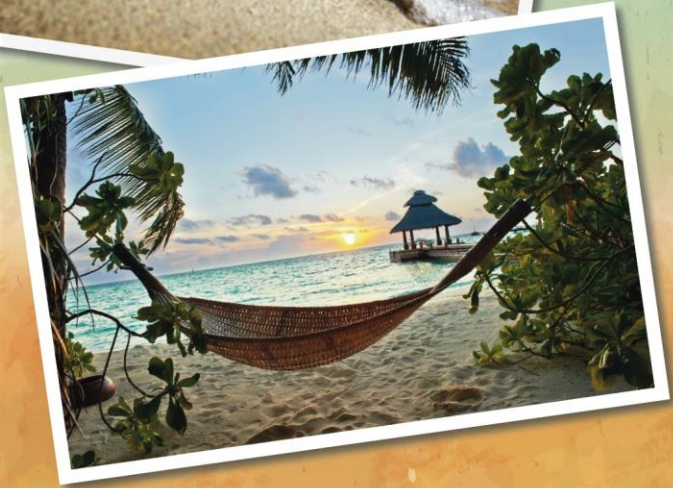
2016 Insight Exchange

February 24 - 27, 2016

*Montego Bay, Jamaica*

**WELCOME!**

*Mastercraft*  
**TIRES**<sup>®</sup>



**CENTURY**<sup>™</sup>

2016 Insight Exchange

February 24 - 27, 2016

*Montego Bay, Jamaica*

## **Product Review**

Jim Fleckner – Passenger Segment Manager

*Mastercraft*  
**TIRES**<sup>®</sup>

2008

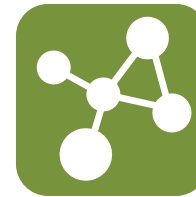


**H&V-Rated**

**T-Rated**



**Premium Touring  
All-Season Tire**



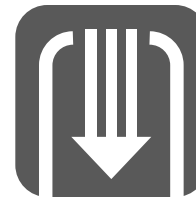
**Coupled Silica  
Compound**



**45-Day  
Road Test**



**Durable Uniform  
Construction**



**Nylon  
Overwrap**



**Non-Directional  
Tread Design**



**Cross Rotation  
Compatible**

**Treadwear Protection 80K (T), 60K (H/V)**

**Limited Warranty Premium**



# ***LSR*** ***GRAND TOURING***



Premium Touring  
All-Season Tire

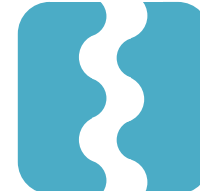
*Mastercraft*  
TIRES®



**Premium Touring  
All-Season Tire**



**Coupled Silica  
Compound**



**SCS™ Siping**



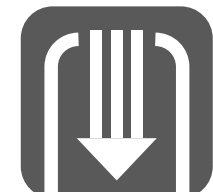
**Asymmetric  
Tread Design**



**45-Day  
Road Test**



**Durable Uniform  
Construction**



**Nylon  
Overwrap**



**Non-Directional  
Tread Design**



**Cross Rotation  
Compatible**

**Treadwear Protection 80K (T), 60K (H/V), 50K (W)**

**Limited Warranty Premium**

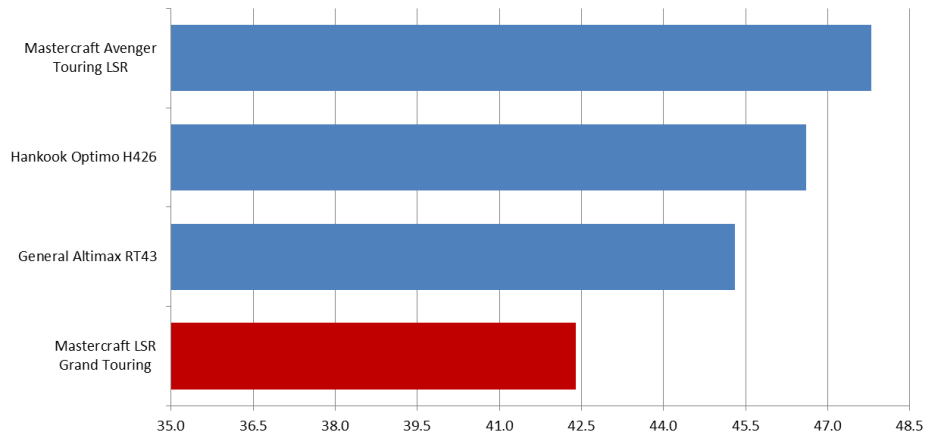
**Launching  
March 2016**



**Coupled Silica Compound**

The high-content silica tread compound improves traction in wet conditions, reduces heat generated by tire and lowers rolling resistance for better fuel mileage.

**Wet Braking (meters - shorter is better)**





SCS Technology™ (Stability Control Sipes) allows the tread elements of the tire to interlock which provides more surface area contact with the road. Improves tire handling to give you more confidence and better control.



### Approximate Half Worn

As the tire wears, the stability control sipes provide consistent performance throughout the life of the tire.



**Asymmetric  
Tread Design**

The asymmetric design allows for tread pattern tuning from the inside to outside. This design type also allows for cross-rotation\* which promotes even wear balance and reduces heel-toe wear to minimize pattern noise generation.

**Outside pattern**



Elements with optimized siping provide stability for excellent cornering and handling.

**Inside pattern**



Elements with higher density siping optimized for improved traction in wet and light snow weather conditions.







T-Rated 30 Sizes UTQG: 780-A-A 80,000 Mile Warranty		H-Rated 26 Sizes UTQG: 620-A-A 60,000 Mile Warranty		V-Rated 24 Sizes UTQG: 580-A-A 60,000 Mile Warranty		W-Rated 5 Sizes UTQG: 500-A-A 50,000 Mile Warranty
185/60R15	215/65R16	195/60R15	225/45R17	195/55R15	215/55R17	225/45R17
195/60R15	225/65R16	205/60R15	235/45R17	205/65R15	225/55R17	235/45R17
205/60R15	235/65R16	215/60R15	225/55R17	225/50R16	235/55R17	235/55R17
215/60R15	225/70R16	225/60R15	<b>225/65R17</b>	195/55R16	<b>225/60R17</b>	225/45R18
185/65R15	225/55R17	185/65R15	235/65R17	205/55R16	<b>235/45R18</b>	235/50R18
195/65R15	235/55R17	195/65R15	<b>215/55R18</b>	225/55R16	245/45R18	
205/65R15	215/60R17	205/65R15	225/55R18	205/60R16	235/55R18	
215/65R15	225/60R17	205/50R16	225/60R18	215/60R16	225/60R18	
205/70R15	235/60R17	205/55R16	255/65R18	225/60R16	<b>245/45R19</b>	
215/70R15	215/65R17	215/55R16	235/55R19	235/60R16		
205/55R16	225/65R17	225/55R16	255/60R19	<b>215/45R17</b>		
205/60R16	235/65R17	205/60R16		205/50R17		
215/60R16	225/50R18	215/60R16		215/50R17		
225/60R16	225/55R18	225/60R16		225/50R17		
235/60R16	235/65R18	<b>205/65R16</b>		235/50R17		





Features & Benefits	MC-440	SRT TOURING	LSR GRAND TOURING
Treadwear Protection	T=40,000 H=40,000 V=40,000	T=65,000 H=50,000 V=50,000	T=80,000 H=60,000 V=60,000 W=50,000
Limited Warranty	Standard	Standard	Premium
Nylon Overwrap	<b>X</b>	<b>X</b>	<b>X</b>
Cross Rotation Compatible	<b>X</b>	<b>X</b>	<b>X</b>
45-Day Road Test			<b>X</b>
2 <sup>nd</sup> Gen Coupled Silica Compound			<b>X</b>
Enhanced Carbon Black All-Season Compound		<b>X</b>	
All-Season Compound	<b>X</b>		
Segmented Molds	<b>X*</b>	<b>X</b>	<b>X</b>
3D Micro-Gauge™ Siping		<b>X</b>	<b>X</b>
Asymmetrical Tread Design			<b>X</b>

		S-Rated	T-Rated	H-Rated	V-Rated	W-Rated	Y-Rated	
UHP						Zeon RS3-A Zeon RS3-S	Zeon RS3-S	
Touring	Best	LSR Grand Touring						
	Better	SRT Touring						
	Good	A/S IV	MC-440					
Cosmetic			Avenger G/T					



**Commercial Grade Traction  
All-Season Tire**



**All-Season  
Compound**



**Anti Stone  
Retention**



**Stud Pin  
Compatible**



**Durable Uniform  
Construction**



**Nylon  
Overwrap**



**Non-Directional  
Tread Design**



**Cross Rotation  
Compatible**

Treadwear Protection **None**

Limited Warranty **Standard**



# ***COURSER CXT***



Commercial Grade Traction  
All-Season Tire

*Mastercraft*  
TIRES®

Launching  
Summer '16



**Commercial Grade Traction  
All-Season Tire**



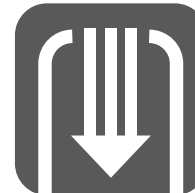
**Silica Infused  
Compound**



**Cut-N-Chip  
Additives**



**Duo-Tech<sup>2</sup>  
Construction**



**Nylon  
Overwrap**



**Anti Stone  
Retention**



**Stud Pin  
Compatible**



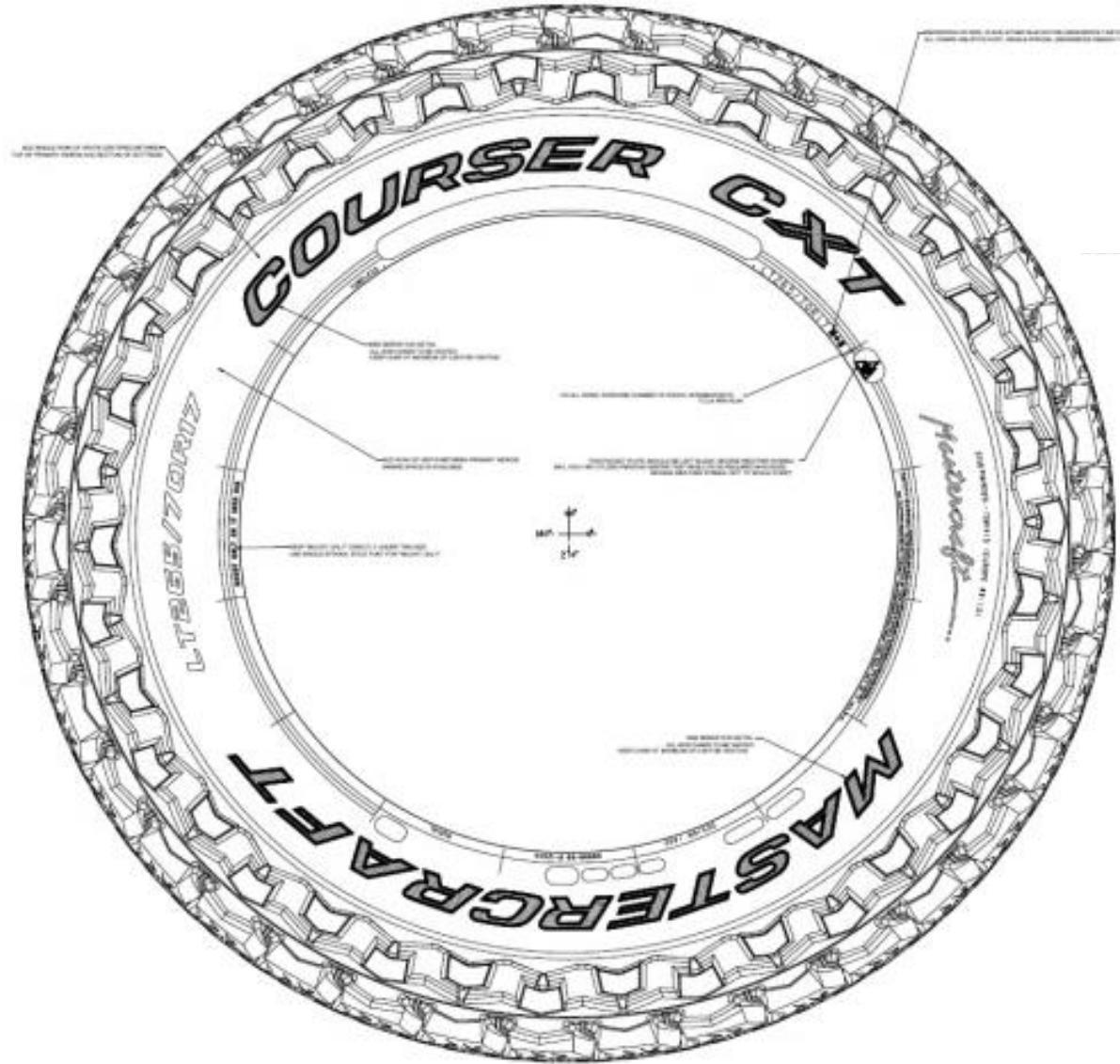
**Durable Uniform  
Construction**



**Non-Directional  
Tread Design**



**Cross Rotation  
Compatible**





Size	Load Range	Size	Load Range
31x10.50R15LT	C	LT275/65R18	E
33x12.50R15LT	C	LT275/65R20	E
35x12.50R15LT	C	LT275/70R18	E
35x12.50R20LT	E	LT285/65R18	E
LT215/85R16	E	LT285/70R17	E
LT225/75R16	E	LT285/75R16	E
LT235/80R17	E	LT295/70R17	E
LT235/85R16	E	LT295/70R18	E
LT245/70R17	E	LT305/55R20	E
LT245/75R16	E	LT305/65R17	E
LT245/75R17	E	LT305/70R16	E
LT255/80R17	E	LT305/70R18	E
LT255/85R16	E	LT315/70R17	D
LT265/70R17	E	LT315/75R16	E
LT265/75R16	E		



**29 Key  
Market  
Sizes**

		Highway	Sport Truck	All-Terrain	Commercial Traction	Mud Terrain
Premium	SUV	<i>Courser HSX Tour</i>	<i>Zeon LTZ</i> <i>Zeon XST<sup>A</sup></i> <i>Courser HTR Plus</i>	<i>Courser AXT</i>		
	LT	<i>Courser HXT</i>	<i>Zeon LTZ</i>	<i>Courser AXT</i>	<i>Courser CXT</i>	<i>Courser MXT</i>
Mid-Range	SUV	<i>Courser HTR</i>				
	LT	<i>Courser HTR</i>				
Value	SUV			<i>Courser STR</i>		
	LT			<i>Courser LTR</i>		



Product	Size	Sidewall	Load	Release
SRT TOURING	185/70R14	BLK	STD	APR
SRT TOURING	225/50R18	BLK	STD	APR
SRT TOURING	225/55R18	BLK	STD	APR
SRT TOURING	225/60R18	BLK	STD	APR



Product	Size	Sidewall	Load	Release
COURSER HSX TOUR	235/60R17	BLK	STD	Q3
COURSER HSX TOUR	245/50R20	BLK	STD	Q3
COURSER HSX TOUR	275/55R20	BLK	XL	Q2
COURSER HSX TOUR	245/55R19	BLK	STD	Q2
COURSER HSX TOUR	215/70R16	OWL	STD	Q2
COURSER HSX TOUR	235/65R18	BLK	STD	Q2
COURSER HSX TOUR	235/60R18	BLK	XL	Q2



Product	Size	Sidewall	Load	Release
COURSER AXT	275/55R20	OWL	XL	JULY
COURSER AXT	275/60R20	OWL	STD	OCT
COURSER AXT	32X11.50R15LT	OWL	C	AUG
COURSER AXT	LT265/70R18	OWL	E	AUG
COURSER AXT	LT275/65R20	OWL	E	OCT
COURSER AXT	LT325/65R18	OWL	E	JULY
COURSER AXT	LT315/70R17	OWL	E	JULY
COURSER AXT	LT265/65R18	BLK	E	OCT
COURSER AXT	LT305/65R18	BLK	E	OCT
COURSER AXT	35X12.50R20LT	BLK	E	OCT

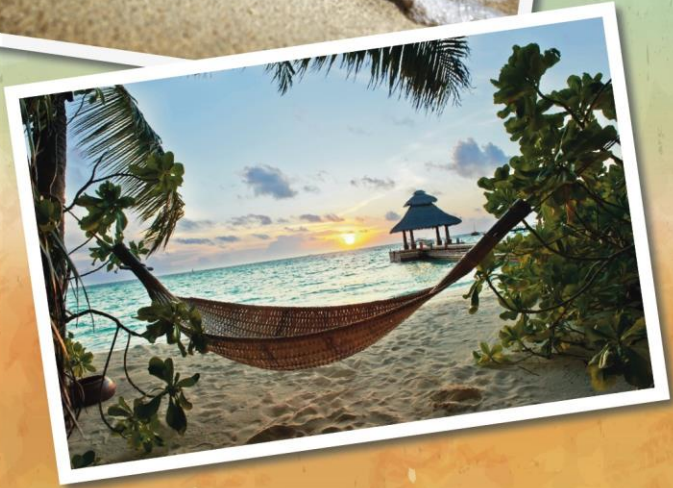


Product	Size	Sidewall	Load	Release
COURSER HXT	LT285/70R17	BLK	E	Q2
COURSER HXT	LT275/65R20	BLK	E	Q2
COURSER HXT	205/65R15C	BLK	C	Q2
COURSER HXT	185/60R15C	BLK	C	Q2
COURSER HXT	235/65R16C	BLK	E	Q2
COURSER MXT	35X12.50R17LT	OWL	E	JULY
COURSER MXT	LT255/75R17	OWL	C	JULY
COURSER MXT	LT285/65R18	OWL	E	JULY
COURSER MXT	LT295/70R18	BLK	E	JULY
COURSER MXT	37X13.50R20LT	BLK	D	JULY
COURSER MXT	LT295/55R20	BLK	E	JULY

Year	Product(s)
2010	MC-440 Courser STR Courser LTR
2011	Courser HSX Tour
2012	Courser AXT
2013	Courser MXT
2014	SRT Touring Courser HXT
2016	LSR Grand Touring Courser CXT



**Thank you!**  
**Any Questions?**



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## Social Media

Jessica Egerton



# Social Media 101

**What are we discussing today?**

**An overview of social media and deciding if it is  
right for your business**





# Social Media 101

- What are we **NOT** covering?
  - Not providing instructions on HOW to set up accounts (like a Facebook page)
  - Not providing instructions on how to get likes, engagement, generate content
  - Not providing instructions on the ins-and-outs of advertising on social media
  - Not providing information on metrics or measurement

# The Role of Media in 2016



MEDIA CONSUMPTION



# The Role of Media in 2016



## US Adults' Daily Major Media Consumption

includes all time (hrs:mins) spent with each medium, regardless of multitasking / TV, radio and print exclude digital

2011-2017

	Medium Trend	2011	2012	2013	2014	2015	2016	2017
<b>Digital</b>		3:34	4:10	4:48	5:09	5:29	5:45	5:56
Desktop/laptop		2:30	2:24	2:16	2:14	2:12	2:11	2:10
Mobile (nonvoice)		0:46	1:28	2:15	2:37	2:54	3:08	3:18
Other connected devices		0:18	0:18	0:17	0:19	0:23	0:26	0:28
<b>TV</b>		4:34	4:38	4:31	4:22	4:11	4:03	3:58
<b>Radio</b>		1:34	1:32	1:30	1:28	1:27	1:25	1:24
<b>Print</b>		0:46	0:40	0:35	0:32	0:30	0:28	0:27
Magazines		0:28	0:24	0:20	0:18	0:17	0:16	0:15
Newspapers		0:19	0:17	0:15	0:13	0:13	0:12	0:11
<b>Other</b>		0:39	0:38	0:31	0:26	0:24	0:22	0:21
<b>Total</b>		11:08	11:39	11:55	11:57	12:00	12:04	12:05

MarketingCharts.com | Data Source: eMarketer



# Critical Moments in the Purchase Process

## Three moments for you to know:

1. I want to know - when people turn to their phone to find out more info.
2. I want to do - searches around instruction and “how-to”
3. I want to buy moments - people checking information in-store “show-rooming”


### *I WANT TO KNOW MOMENTS*

Curiosity can be triggered by anything and satisfied at any time.

**66%** of smartphone users turn to their smartphone to learn more about something they saw in a TV commercial.

### *I WANT TO DO MOMENTS*

We seek instruction of just about everything.

**70%**  Searches related to “how to” on YouTube are growing at 70% per year.

### *I WANT TO BUY MOMENTS*

Mobile assists in purchases across channels.

**82%** Of smartphone users consult their phone while in a store.

# The Role of Social Media for My Business

## **INCREASE YOUR REACH**

**80%** of marketers say social media has increased website traffic for their business

**60%** of small businesses say they have generated new business using social media

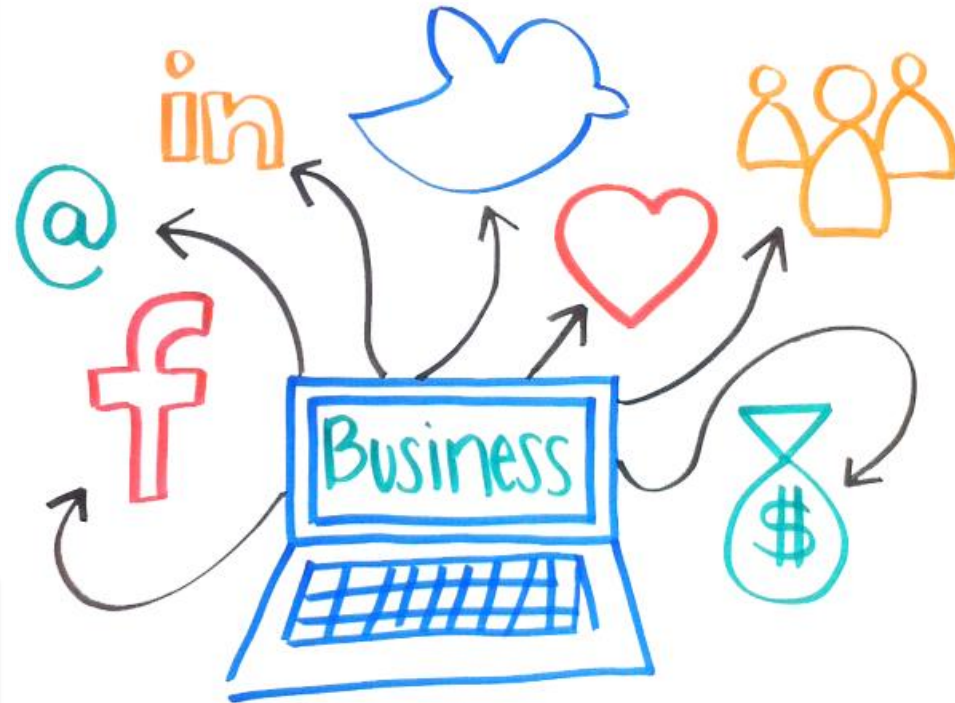
## **INFLUENCE PURCHASE INTENT**

**74%** of consumers say they rely on social media to help with purchase decisions

**81%** of consumers are influenced by a social post from a friend when making a purchase decision

## **DRIVE LOYALTY**

**71%** of consumers who experience positive customer service over social media are likely to recommend that brand to others

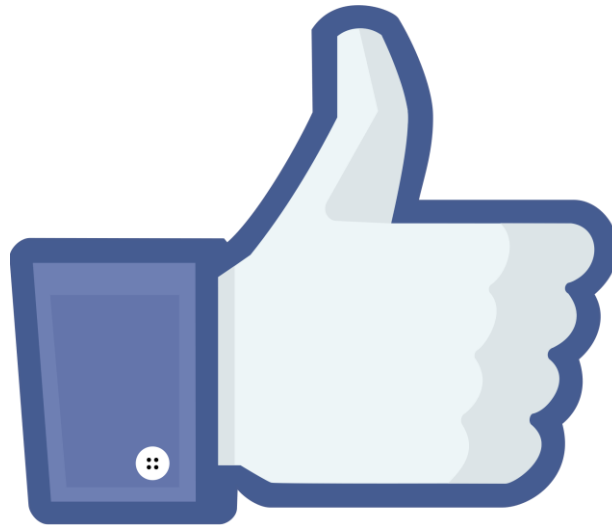


\*Sources: HubSpot, Small Biz Sense, comScore Networks/TMP Directional Marketing

# Social Media 101

**Social media sounds awesome!**

**Let's do it!**



# The Role of Social Media

**Before you get here....**



# The Role of Social Media

**Before you get here....**



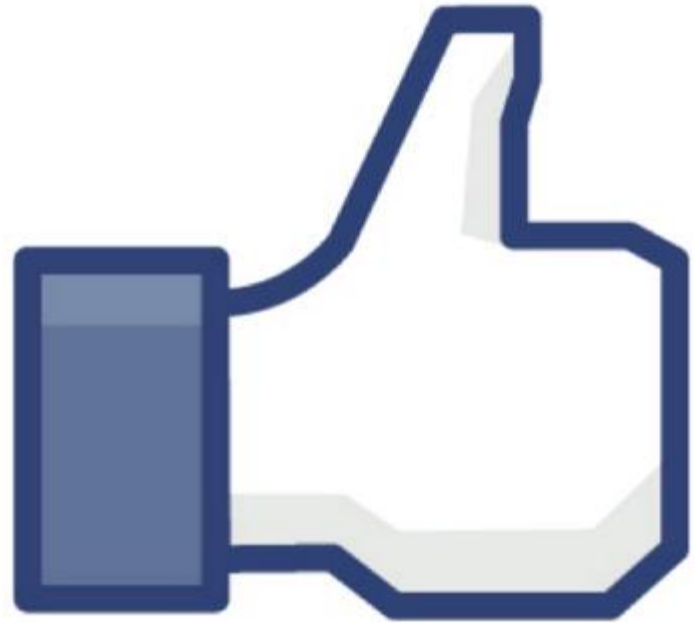
**You need to know a few more things.**



# Things You Should Know About Social Media

## The Good:

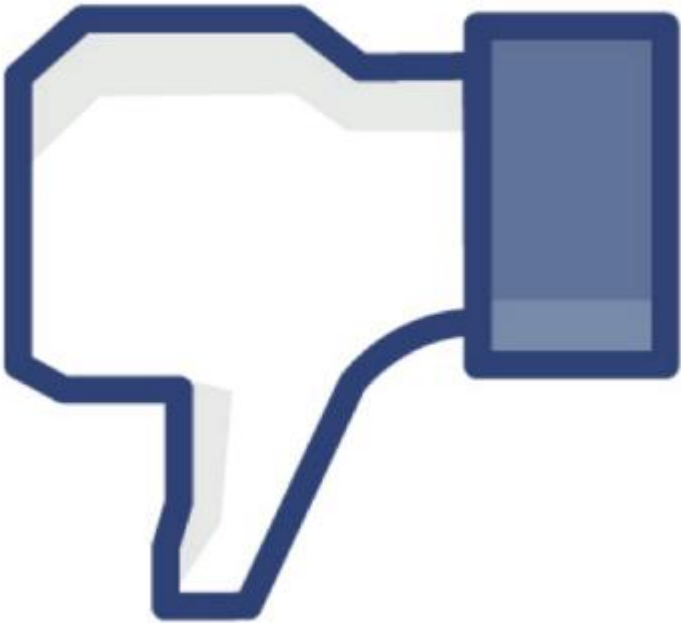
- You can build stronger, loyal relationships with customers
- You can grow your customer base by reaching new audiences
- In-the-moment/timely
- Ability to connect with highly targeted or customized groups
- Can be highly efficient
- Ability to have a direct connection with engaged or interested consumers



# Things You Should Know About Social Media

## The Bad:

- It is time consuming
- It is often used as a proxy for customer service and/or complaints
- If not handled properly, it can be extremely damaging to your company



# Process Steps

1. Determine which audience you want to target
  - An understanding of the roles each social media channel plays will help you decide
2. Determine what your audience cares about
  - This will assist you in developing the right message and content
3. Develop a process for generating content and interacting with the consumers

# Which Social Media Channels Are Right For You?

## Quick tips:

- Teenagers gravitate Vine, Snapchat, YouTube, Tumblr and Instagram
- Women gravitate to Pinterest
- Adults can be found on Facebook
- Business connections are on LinkedIn
- Influencers and bloggers are on Twitter, Tumblr and Instagram

# Which Social Media Channels Are Right For You?

## Quick tips:

- Instagram and Pinterest are great for highly visual companies that use lots of impactful photography
- Vine, Snapchat and YouTube are great for companies that have a sense of humor and professionally produced content
- Facebook and Twitter are great for companies that want to share information

# You've Decided Where to Be... Now What?

- Create a strategy and a pipeline of content: you need a process and a plan
- Your content calendar should be planned a month in advance
  - Allow for “opportunistic” posts
- What should you share?
  - Share customer feedback or a testimonial
  - Share specials or deals
  - Respond to customer questions or complaints

# On-Going Social Media Management

1. Make it a habit to monitor your pages
2. Respond as soon as possible
3. Always respond to feedback—good or bad
4. Customer service is the same on social media
5. Know when to take it offline



# Other Thoughts

- Each of these platforms have opportunities for paid advertising
  - First you need to decide if these are right for you, before exploring the advertising offerings they provide
  - If you have identified your audience, your objective, you have a pipeline of content and an engaged audience, only then should you consider advertising as an option



# A Final Word of Caution



**Social media is not for every business**

**You should not participate in social media if:**

1. You are unclear how to use social media and generate content to drive customers to your stores
2. You do not have someone who can be dedicated to this (and responsive!)

# How Do I Get Started?

## Options:

1. Designate someone at your company
2. Hire a local company to manage
3. Utilize Net Driven



# Net Driven Social Media Master Tech

	Tier 1	Tier 2
Setup Fee	\$500	\$250
Monthly Fee	\$200/month*	\$100/month*
Curated Posts Per Week	3	3
Promotions Integration	Yes	Yes
Optimized Profiles	Twitter & Facebook	Facebook Only
Personalized Post Support	Yes, one post per week included	No
Monthly Facebook Advertising Budget	Yes, included in management fee	No
Networks Managed	Facebook & Twitter	Facebook Only

- Contact your Net Driven CRM
- Contact Net Driven at 1.877.860.2005 or [www.netdriven.com](http://www.netdriven.com)



# NET DRIVEN® SOCIAL MEDIA MASTER TECH



## TAKE ANOTHER ITEM OFF YOUR INTERNET MARKETING CHECKLIST WITH THE NEXT LEVEL OF SOCIAL MEDIA MANAGEMENT!

Net Driven's Social Media Master Tech will help increase your brand awareness and improve customer support through engaging posts, optimized profiles, social analytics, and more! Our hands-free service ensures your audience is receiving consistent, professional updates across your Facebook and Twitter profiles.

## BENEFITS OF SOCIAL MEDIA MASTER TECH



Build stronger relationships with your customers



Increase online visibility and exposure



Stay ahead of your competition

## ▶ WHY IS SOCIAL MEDIA IMPORTANT TO MY BUSINESS?

### BRAND BUILDING AND REACH



- 80% of marketers say social media has increased website traffic for their business
- Over 92% of marketers say that social media has generated exposure for their business
- Three out of five small businesses say they have generated new business using social media

### INFLUENCE PURCHASE INTENT



- Nearly half of all Twitter shoppers say that Twitter content has influenced a purchase decision.
- Over 74% of consumers say they rely on social media to help with purchase decisions
- 81% of consumers are influenced by their friend's posts when making purchasing decisions
- 47% of Americans say that Facebook is their #1 influencer of purchases

### ACCESSIBILITY AND BRAND LOYALTY



- 72% of marketers say social media helps them develop loyal fans
- When companies engage and respond to customer service requests over social media, those customers end up spending 20% to 40% more with the company
- 71% of consumers who experience positive social customer care are likely to recommend the brand to others



\*HubSpot, Small Biz Sense

877-860-2005 | [www.netdriven.com](http://www.netdriven.com)



# NET DRIVEN® SOCIAL MEDIA MASTER TECH

▶ WHAT CAN YOU GET WITH SOCIAL MEDIA MASTER TECH?

## **SOCIAL MEDIA MASTER TECH** *INCLUDES FACEBOOK & TWITTER MANAGEMENT*

**1** Optimized Facebook and Twitter accounts featuring key business information



**2** Three (3) automotive-related curated posts per week, including integrated promotions



**3** Monthly advertising budget to increase your social media reach and audience size



**4** One (1) branded post relating to your business per week



## **FACEBOOK POST MANAGEMENT** *INCLUDES FACEBOOK MANAGEMENT ONLY*

**1** Optimized Facebook accounts featuring key business information



**2** Three (3) automotive-related curated posts per week, including integrated promotions



**CONTACT NET DRIVEN TODAY TO GET STARTED!**

\*Set-up fee may apply \*\*Additional locations may be an additional charge

877-860-2005 | [www.netdriven.com](http://www.netdriven.com)





COOPER TIRE & RUBBER COMPANY  
701 Lima Ave. • Findlay, OH 45840 • (419) 423-1321

## Additional Social Media Resources for Small Businesses

### Facebook

- [How to Create a Facebook Business Page in 5 Simple Steps](#)
  - From: Hubspot
- [Facebook Marketing Plan: How to Grow Your Business With Facebook](#)
  - From: Social Media Examiner
- [11 Ways to Boost Facebook Engagement for Small Businesses](#)
  - From: Social Media Examiner

### LinkedIn

- [How to Create a LinkedIn Company Page to Promote Your Business](#)
  - From: Social Media Examiner

### Twitter

- [How to Setup a Twitter Business Account in 3 Easy Steps](#)
  - From: Hubspot

### YouTube

- [How to Upload a Video to YouTube from Start to Finish](#)
  - From: Constant Contact Blog

### Pinterest

- [Pinterest Business Accounts: The Definitive Guide to Getting Started](#)
  - From: Social Media Examiner
- [How To Use Pinterest For Small Business](#)
  - From: Forbes

### Instagram

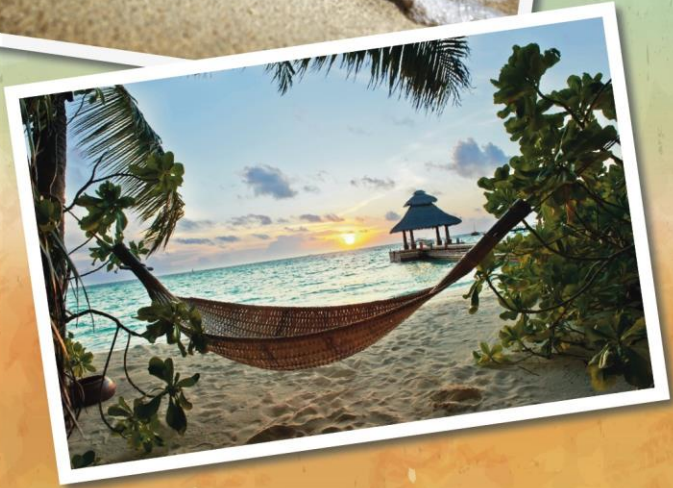
- [5 Quick Steps for Getting Your Small Business Started on Instagram](#)
  - From: Go Digital Marketing
- [26 Tips for Using Instagram for Business](#)
  - From: Social Media Examiner



# Wrap Up

## Questions?





**CENTURY**<sup>™</sup>

2016 Insight Exchange

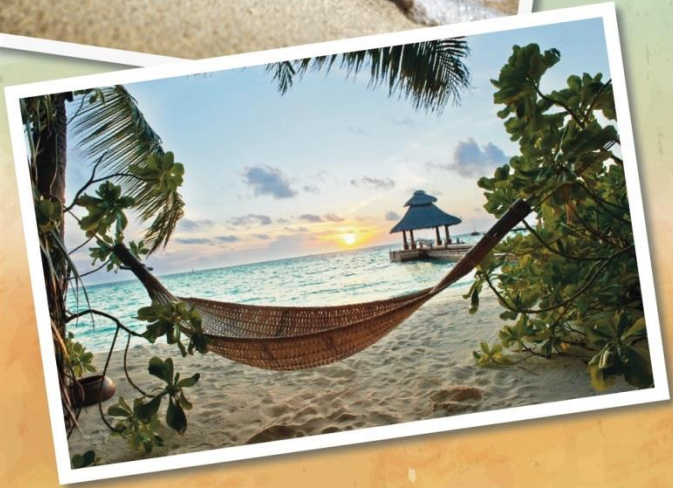
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**BREAK**

*Mastercraft*  
**TIRES**<sup>®</sup>





**CENTURY**<sup>™</sup>

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# eCooper University/Training Rewards

**Dan Kelly – Manager: Sales & Marketing Education**

**February 2016**



# Why Do WE Train?

***“80% of all tire decisions are based on what **the person behind the counter** recommends to the consumer!”***

- Modern Tire Dealer



# What Our Experience Teaches...

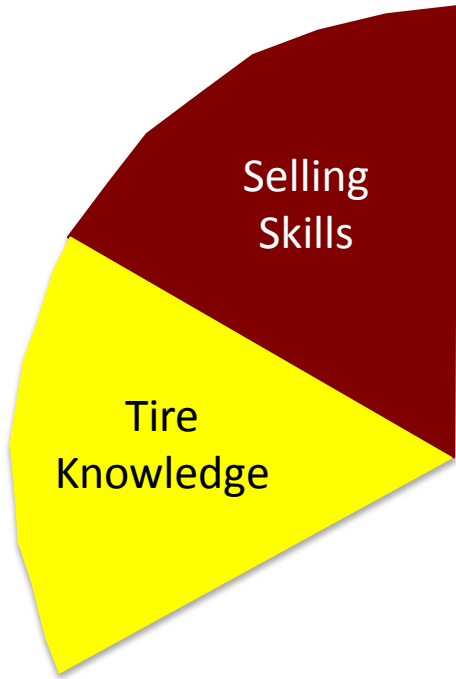
- A confident counterperson is an ***effective problem solver!***
- Knowledge empowers & ***builds confidence*** in the person selling to the customer...
- Their obvious expertise makes them credible – and ***builds trust*** with the customer!

# What We Train...



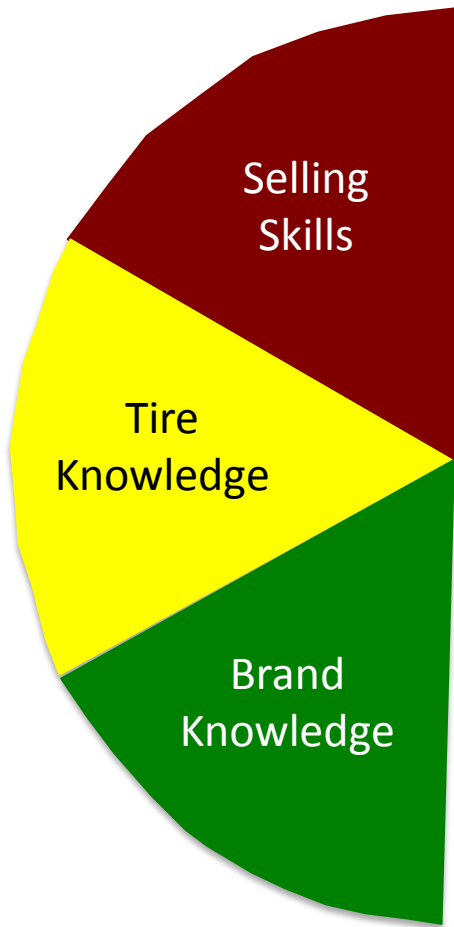
- Selling skills:
  - Listening
  - Diagnosing customer needs
  - Handling resistance and objections
  - Closing the sale
  - Selling up

# What We Train



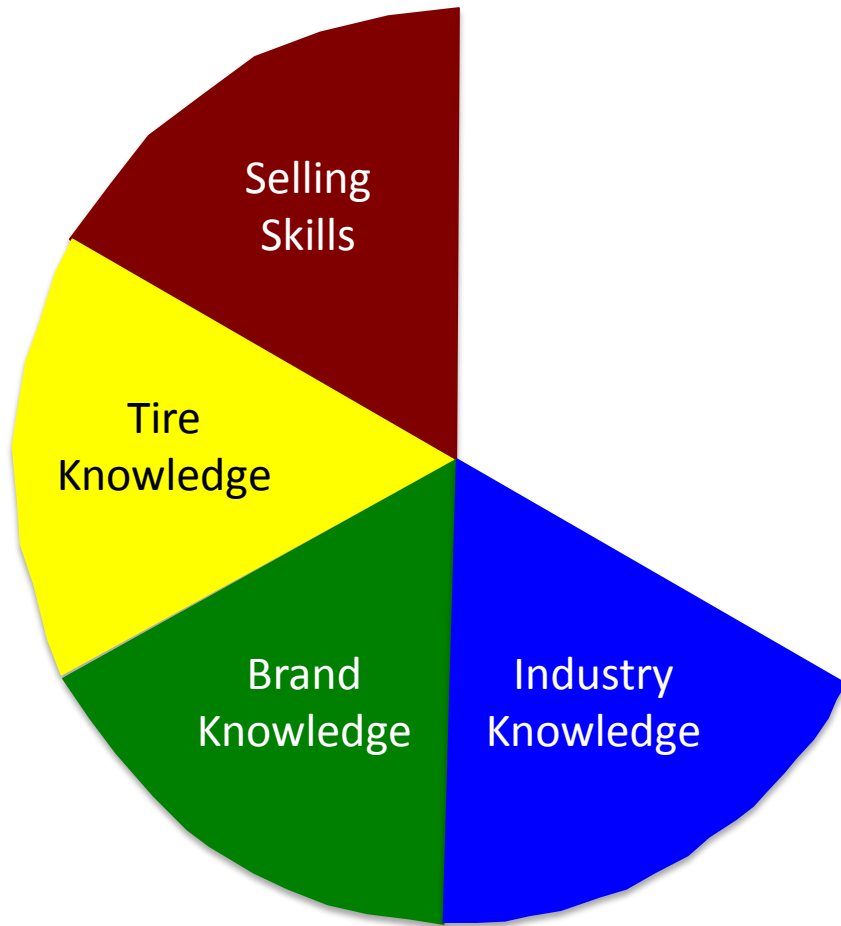
- Tire Knowledge:
  - Tire functions, categories, components and materials
  - Tire design and performance
  - Tire for different driving markets, types of vehicles and geographic markets

# What We Train



- Brand Knowledge:
  - An introduction to and overview of Cooper Tire
    - it's history and where it stands today
  - Cooper support for customers
  - Cooper technology and innovation

# What We Train



- Industry Knowledge
  - An overview of the tire industry and how it works
  - The major players and where Cooper fits into the market
  - Trade resources and government regulation

# What We Train



- Business Acumen

- Managing by the numbers
- HR and People
- Marketing and social media
- Webinars
  - Millennials
  - Products
  - Marketing



# What We Train



- Product Knowledge
  - Training on individual Cooper and Mastercraft tires
  - Supported with Webinars as well!

# eCooper University

- An online training resource for counter sales personnel, service technicians, store managers and franchise owners
- Features:
  - Curriculum based learning
  - Earn as you learn rewards program
  - Courses broken into easy to use modules
  - Online platform that supports computers, tablets and smart phones
  - 24/7 Convenience
  - Certificates suitable for framing



# Look & Feel...



Main Menu

Brand 101

Cooper Tires > Introduction/Learning Objectives

1 of 13

## LEARNING OBJECTIVES



### Learning Objectives

- Define Cooper Tire's market position
- List the different brands made by The Cooper Tire & Rubber Company
- Describe the history of Cooper Tire
- Express Cooper's environmental leadership

Come on, let's go!

CCText



NEXT >



# Look & Feel...



Main Menu

Brand 101

Cooper Tires > Environmental Commitment

11 of 13

Only one of 2 tire manufacturers designated Energy Star Partners



Reduced energy used per unit of production by 20% saving 2,000 terajoules per year



From 2009-2012, increased production 30% but reduced greenhouse gas emissions per unit of production by more than 15%



Decreased water intensity usage by 18%



CCText



# Look & Feel...



Main Menu

Brand 101

Cooper Tires > Business Operations: Profitability

7 of 15

## Business Operations: Profitability



This provides our distributors and dealers with a high quality alternative to the OE brands that offers higher margins

CCText



< PREV

NEXT >



# Courses

## Presentations & Tools

- CS5 Year in Review
- CS5 Comparison Chart
- Cooper Tire Selector
- Mastercraft Tire Selector
- Eight Steps for Retail Success

## Light Truck/SUV/CUV

- A/T3\*\* / ATW
- CTS\*\* / HT3\*\*
- S/T MAXX\*\* / SRX
- STT-PRO
- AXT\* / HSX\*
- HXT\* / MXT

## Business Leader

- *Business 110*
- *Business 111*
- *Business 112*
- Business 201
- Business 202
- Business 203
- Business 204

## Sales Specialist

- Sales 201
- Product 103
- Product 210
- Product 211
- *Brand 201*

## Webinars

- Understanding Millennials
- CS5 Year in Review
- Succession Planning
- *Women and Tires*

## Brochures

- ATW\* / CS3\* / CS5\*
- CS5 Test Results\*
- HT3\* / Winter Tires / XT4
- SRX

## Passenger Tires

- CS3 / CS5
- WSC
- RS3-A / RS3-S
- LSR

## Sales Leader

- *Brand 301*
- *Product 301*
- Product 302
- *Sales 301*
- *Sales 401*

## Basic Training

- **Sales 101\***
- **Product 101\***
- Product 102\*
- Product 104\*
- **Brand 101\***
- Business 101\*

Key:

**Original Course**

New Course 2014-15

*In Development*

\* Available in Spanish

# Available in French Canadian

# Rewards

- Users can shop for **thousands** of items
- Selection includes branded apparel, electronics, toys, jewelry and household items

The screenshot shows the Cooper Tires Rewards website. At the top, the logo for Cooper Tires is displayed above the text 'Sales Training College'. Below this is a navigation bar with links for Home, Ways to Earn, My Account, Catalog, and Logout. A search bar is located below the navigation bar, with fields for Keyword(s), Points From, To, Department (set to All Departments), and a Search button. The main content area features a welcome message: 'Welcome, Mike. You have 0 Points to redeem.' and a 'Shopping Cart: 0 items (0 Points)' indicator. On the left, there is a vertical menu with categories: Electronics, Household, Active, Fashion, Travel, Youth, and Promotional Merchandise. The central area has a 'Learn & Earn!' section with the text: 'Use points for your choice of awards! You may mix and match awards up to your point balance.' This text is overlaid on an image of a man in a suit sitting at a desk with a laptop. Below this is a 'Featured Items' section displaying eight products in a grid. Each product has a small image and a caption below it: Nike Pebble Texture Polo, Cyclone Pocket Knife, Contrast Pullover Hoodie, Sports Duffel Bag, American Tourister Pro 3 Pc. Spinner Set, Titleist NXT Tour Golf Balls - 1 dozen, Howard Miller Radio Travel Alarm, and KIDdesigns® Lightning McQueen Vroombox. At the bottom of the page, there are links for 'Contact Us', 'FAQs', 'Terms & Conditions', a copyright notice for '© 2013 Staples Promotional Products.', and a 'POWERED BY' logo for Staples Rewards.

# How to Register

**CENTURY**  
MASTERCRAFT CENTURY PROGRAM

CONTACT US LOGOUT

Mastercraft  
TIRES

HOME RULES PROFILE ADVERTISING REPORTS TRAINING Tire

## PROGRAM NEWS

**INTRODUCING THE COURSER MXT**  
FROM MASTERCRAFT

**2015 INSIGHT EXCHANGE**  
MARCH 11 - 14  
Cancun

### CURRENT PROMOTIONS

**CENTURY** Mastercraft  
Reward Card  
4000 1234 5678 0000  
LEE W CARDHOLDER  
VISA

For Card balance 24/7, or to report a lost or stolen card, [click here](#). Or call 800-887-6864.

- ▶ Distributor Tool Kit
- ▶ Century Program Brochure
- ▶ Mastercraft Tire Product Manual
- ▶ Dealer Enrollment Form
- ▶ Distributor Enrollment Form
- ▶ Distributor Change Form
- ▶ USA Distributor T&C
- ▶ USA Dealer T&C
- ▶ Mastercraft Tire Visa Prepaid Card Order Form

## eCOOPER UNIVERSITY TRAINING REWARDS!

Cooper Tire believes in supporting our Century Dealers with the very best training support offered in the industry. Our online Training program, **eCooper University Training Rewards**, is designed to provide you and your counter and sales team with the best training and information on selling skills, product knowledge, the Cooper Company, and knowledge about the tire industry. While learning to increase sales and profits for your dealership, enrolled employees will earn valuable points which can be used to purchase a range of rewards from Cooper branded apparel to the latest high-tech gadgets.

The **eCooper University Training Rewards** Program offers the following classes:

Certification Level	Classes
Basic Training	Sales 101: Salesmanship Product 101: Tire Fundamentals Product 102: The Cooper Lineup Brand 101: Working with Cooper Tire Business 101: The Tire Industry

In addition to these classes, **eCooper University Training Rewards** offers training classes on most Cooper Tires as well.

All classes consist of 10 to 15 minute learning segments allowing employees to quickly learn new skills and acquire product knowledge without spending a lot of time tied up in training. And once registered, they can take the classes on a computer, on a tablet or on a smartphone, making the **eCooper University Training Rewards** the most convenient training program in the tire industry!

Future classes will not only focus on sales, product and brand training, but also on business management training for owners and managers of dealerships, including topics such as Financial Management, Human Resources and Dealership Marketing.

For those who may have taken the existing Cooper product classes available through the old **eCooper University Certification** program, you will have the opportunity to retake the classes as a refresher and earn additional points for use in the **eCooper University Training Rewards Rewards Store**.

### HOW TO REGISTER

Because **eCooper University Training Rewards** offers valuable rewards for completing training, all customers and their employees will need to register for the new program. To register select the **eCooper University Training Rewards Registration** link and complete the registration form. Each new user will require an email address and their Century number. Once completed, registering users will receive a validation email and will then be allowed to participate. Remember to bookmark the link to the **eCooper University Training Rewards** home page for convenient access!

To Register:  
[eCooper University Training Rewards Registration](#)

To Take Classes:  
[eCooper University Training Rewards Home](#)

Once registered, users can access the training at any convenient time from any electronic platform!

If you have any questions regarding eCooper University or any of the online courses, please call Xcelerate Media at 614-429-5602 or your Cooper Tire Distributor!

Happy Training!

©2014 Mastercraft Tires, Mastercraft Century Rewards. All rights reserved. This card is issued by The Bancorp Bank pursuant to a license from Visa U.S.A. Inc. The Bancorp Bank Member FDIC. This card may be used everywhere Visa debit cards are accepted.

The registration link is near the bottom of the page

To Register:  
[eCooper University Training Rewards Registration](#)

To Take Classes:  
[eCooper University Training Rewards Home](#)




# 2016 Promotional Campaign!!!

16eCoopUniv GetsSports Postcard v2.pdf - Adobe Reader

File Edit View Window Help

2 / 2 144%

Tools Sign Comment



701 LIMA AVE. • FINDLAY, OH 45840

## A Cooper Medallion and a Mastercraft Century Dealer will each win a Trip to the College Football Championship!

eCooper University is pleased to announce the *eCooper University Gets Sports!* campaign. The campaign is designed to combine the passion of College Sports with the professional development training offered by eCooper University. Participants may be awarded points and/or prizes for participation in the various engagement activities offered throughout the campaign.

### Who's Eligible?

All owners, managers and employees of Associate Dealers and Distributors enrolled in the Cooper Medallion and Mastercraft Century Dealer Loyalty Programs are eligible to participate the campaign.

### How do You Earn Awards?

Earning awards is easy. Users of the LMS just need to take specific courses or participate in the "Event of the Week" tasks in support of their favorite college basketball, baseball or football teams! Tasks will be posted on the eCooper University online LMS weekly and users post their participation on the eCooper University Facebook page. Dealers earn awards by




having employees or even themselves participate in the User activities, and by doing what they do best: Selling Cooper and Mastercraft brand tires!

### What Awards Can You Earn?

Users win valuable points for shopping on the eCooper University Rewards Store while Dealers and Distributors may be awarded valuable points, sets of Cooper and Mastercraft tires, and HD TV's. Plus, one qualifying Cooper Medallion and one qualifying Mastercraft Century Dealer will be randomly selected to win an **all expenses paid trip to the 2016 Season College Football Championship to be played in Tampa, Florida in January of 2017!**

### How do I learn More?

Just give your Medallion or Century Distributor sales representative a call. You can also log into eCooper University to download the program rules and start down the road to the College Football Championship today! For any other questions, please email: [ecoopercollegesports@coopertire.com](mailto:ecoopercollegesports@coopertire.com).



REV. 2-16-16b

3:40 PM



*Mastercraft*  
TIRES

LIFE'S A ROAD TRIP. COME ON, LET'S GO.™

CENTURY

*CooperTireNavigator.com*

Dan Kelly – Sales & Marketing Education Manager  
February 2016



# Mastercraft Tire Selector

➤ One of the most popular items ordered on CooperTireAdStore.com

14209TireSelectorSheets(MC).pdf - Adobe Reader





File Edit View Window Help

3 (1 of 2) 96.2%





Tools Sign Comment

## MASTERCRAFT TIRE SELECTOR





### PASSENGER CAR & MINIVAN

Performance	Touring
<p>Example Vehicles: BMW 3/5/7 Series, Chevy Camaro, Ford Mustang</p>	<p>Example Vehicles: Toyota Camry/Accord, Honda Civic, Chevy Malibu/ Impala, Ford Taurus, Dodge Caravan</p>
<p><i>All-Season</i></p>  <p><b>COOPER ZEON RS3-A™</b> ALL-SEASON ULTRA HIGH PERFORMANCE Warranty: 40K</p>	<p><i>Vehicle Age: 0-8 Years 1st to 3rd Replacement</i></p>  <p><b>AVENGER TOURING LSR™</b> PREMIUM LUXURY TOURING Warranty: 80K(T-Rated), 60K(H/V-Rated)</p>
<p><i>Max Performance</i></p>  <p><b>COOPER ZEON RS3-S™</b> SUMMER ULTRA HIGH PERFORMANCE Warranty: 20K(W-Rated), 20K(Y-Rated)</p>	<p><i>Vehicle Age: 8 + Years 3rd + Replacement</i></p>  <p><b>SRT TOURING™</b> MID-RANGE TOURING Warranty: 65K(T-Rated), 50K(H/V-Rated)</p>

### SUV & CUV

Highway	On & Off-Road
<p>Example Vehicles: Honda CRV/Rav4, GMC Acadia, Ford Edge/Escape, Chevy Traverse/Equinox</p>	<p>Example Vehicles: GMC Yukon, Chevy Tahoe/Suburban, Toyota Highlander</p>
<p><i>Vehicle Age: 0-8 Years 1st to 3rd Replacement</i></p>  <p><b>COURSER HSX TOUR™</b> PREMIUM LUXURY TOURING Warranty: 60K</p>	<p><i>Blended On &amp; Off-Road Performance</i></p>  <p><b>COURSER AXT™</b> PREMIUM ALL-TERRAIN Warranty: 50K</p>
<p><i>Vehicle Age: 8 + Years 3rd + Replacement</i></p>  <p><b>COURSER HTR™</b> HIGHWAY TOURING Warranty: 50K</p>	<p><i>On-Road &amp; Light Duty Off-Road</i></p>  <p><b>COURSER STR™</b> HIGHWAY VALUE Warranty: 40K</p>

### LIGHT TRUCK

Highway	On & Off-Road
<p>Example Vehicles: Ford F-Series, Toyota Tundra/Toyota, Honda Ridgeline, Sprinter Vans</p>	<p>Example Vehicles: Chevy Silverado, Dodge Ram, Jeep Cherokee/Wrangler</p>
<p><i>Vehicle Age: 0-8 Years 1st to 3rd Replacement</i></p>  <p><b>COURSER HXT™</b> PREMIUM COMMERCIAL HIGHWAY Warranty: 50K</p>	<p><i>Blended On &amp; Off-Road Performance</i></p>  <p><b>COURSER AXT™</b> PREMIUM ALL-TERRAIN Warranty: 50K</p>
<p><i>Vehicle Age: 8 + Years 3rd + Replacement</i></p>  <p><b>COURSER LTR™</b> ALL-TERRAIN VEHICLE Warranty: 40K</p>	<p><i>Durable Off-Road Performance (LT Only)</i></p>  <p><b>COURSER MXT™</b> PREMIUM HI-VOID No Warranty</p>

Always follow the vehicle placard and/or manual for proper tire sizing, speed rating and inflation pressure.  
For additional products and information, please visit... [www.mastercrafttire.com](http://www.mastercrafttire.com) or see the Mastercraft Product Manual.

Why Mastercraft?

CENTURY

Mastercraft  
TIRES

# NEW...Cooper Tire Navigator.com

- Digitally enhanced version of the Tire Selector
- Provides a more interactive experience with the consumer
- Creates an improved buying experience!

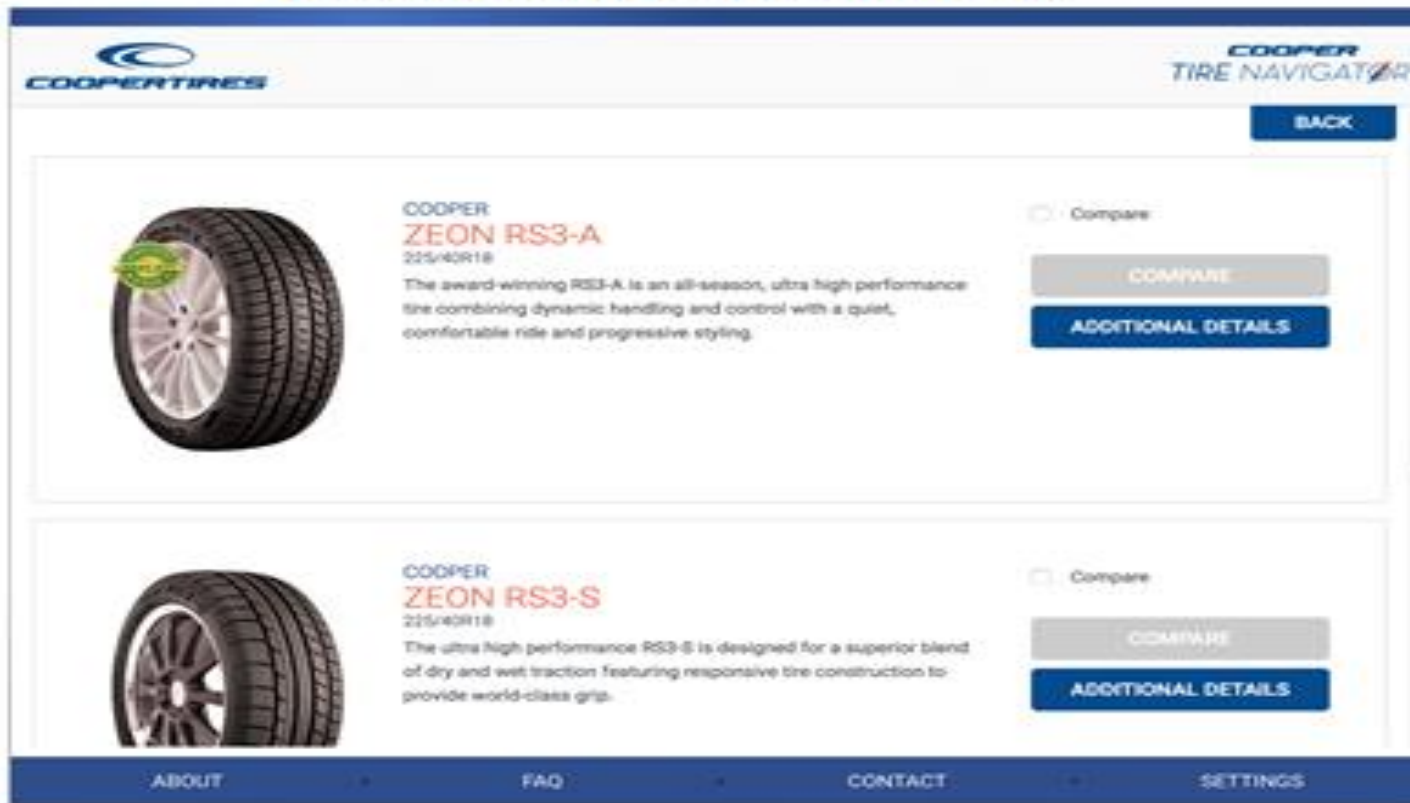
## Cooper Tire Navigator Home

The screenshot shows the Cooper Tire Navigator website home page. At the top left is the Cooper Tires logo, and at the top right is the Cooper Tire Navigator logo. Below the logos is a descriptive paragraph: "The Cooper Tire Navigator is a digital tool which puts tire information at the fingertips of the retailer, provides an advantage by quickly presenting the needed tire information for their own use or for the tire buyer." The main content area features three large images with corresponding navigation buttons: "SELECT BY VEHICLE" (with a desert landscape), "SELECT BY TIRE SIZE" (with a close-up of a tire), and "SELECT BY CATEGORY" (with a car on a snowy road). Below these is a banner for "THE NEW DISCOVERER STT PRO" with a "LEARN MORE >" button. The footer contains navigation links for "ABOUT", "FAQ", "CONTACT", and "SETTINGS".

# NEW...Cooper Tire Navigator.com

- Lists ALL the available options based on tire size fitment!

## Cooper Tire Navigator Results from Tire Selector



The screenshot displays the Cooper Tire Navigator website interface. At the top left is the Cooper Tires logo, and at the top right is the "COOPER TIRE NAVIGATOR" logo with a "BACK" button. The main content area shows two search results for the 225/40R18 tire size. The first result is for the Cooper Zeon RS3-A, described as an all-season, ultra-high performance tire. The second result is for the Cooper Zeon RS3-S, described as an ultra-high performance tire designed for superior dry and wet traction. Each result includes a tire image, a "Compare" checkbox, a "COMPARE" button, and an "ADDITIONAL DETAILS" button. A navigation bar at the bottom contains links for "ABOUT", "FAQ", "CONTACT", and "SETTINGS".

**COOPER TIRE NAVIGATOR**

**BACK**

**COOPER ZEON RS3-A**  
225/40R18  
The award-winning RS3-A is an all-season, ultra high performance tire combining dynamic handling and control with a quiet, comfortable ride and progressive styling.

Compare

**COMPARE**

**ADDITIONAL DETAILS**

**COOPER ZEON RS3-S**  
225/40R18  
The ultra high performance RS3-S is designed for a superior blend of dry and wet traction featuring responsive tire construction to provide world-class grip.

Compare

**COMPARE**

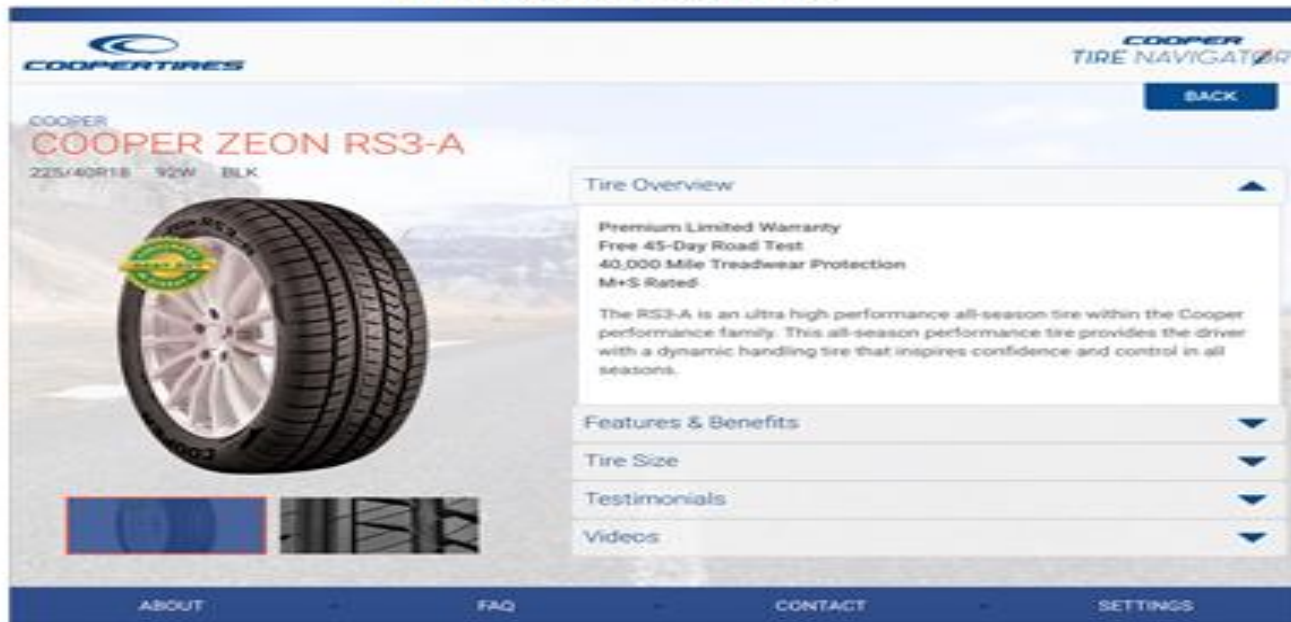
**ADDITIONAL DETAILS**

**ABOUT** **FAQ** **CONTACT** **SETTINGS**

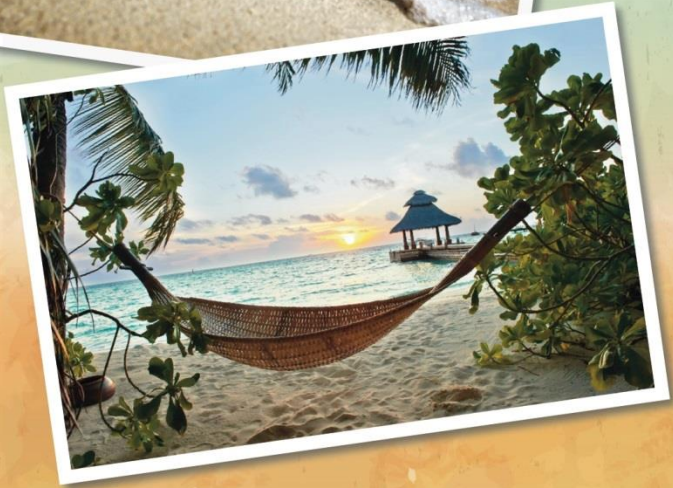
# NEW...Cooper Tire Navigator.com

- Provides extensive details about the tire:
  - ✓ Features & Benefits
  - ✓ Testimonials
  - ✓ 30-second video(s) designed to help sell the tire!

## Cooper Tire Navigator Product Details



The screenshot displays the Cooper Tire Navigator website interface. At the top left is the Cooper Tires logo, and at the top right is the "COOPER TIRE NAVIGATOR" logo with a "BACK" button. The main heading reads "COOPER ZEON RS3-A" with the specifications "225/40R18 92W BLK" below it. A large image of the tire is shown on the left. To the right, a "Tire Overview" section lists features: "Premium Limited Warranty", "Free 45-Day Road Test", "40,000 Mile Treadwear Protection", and "M+S Rated". Below this, a paragraph describes the RS3-A as an ultra-high performance all-season tire. Further down are sections for "Features & Benefits", "Tire Size", "Testimonials", and "Videos", each with a dropdown arrow. At the bottom, there are navigation links for "ABOUT", "FAQ", "CONTACT", and "SETTINGS".



**CENTURY**<sup>™</sup>

2016 Insight Exchange

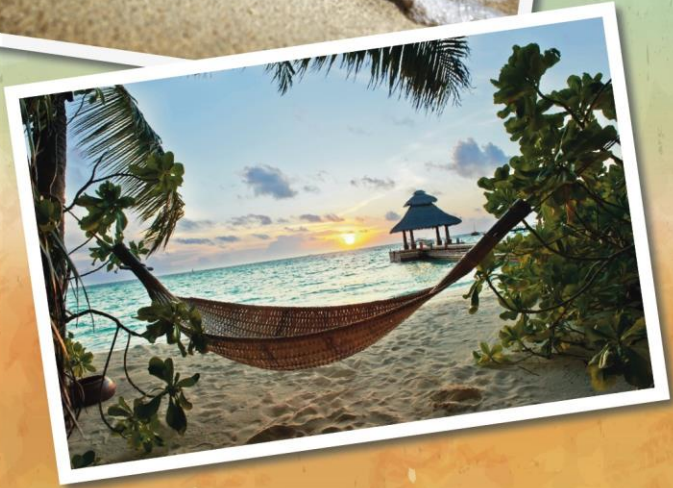
February 24 - 27, 2016

*Montego Bay, Jamaica*



**THANK YOU!!!**

*Mastercraft*  
**TIRES**<sup>®</sup>



**CENTURY**<sup>™</sup>

2016 Insight Exchange

February 24 - 27, 2016

*Montego Bay, Jamaica*

**Wrap Up**

*Mastercraft*  
**TIRES**<sup>®</sup>





# 2017 Insight Exchange



Airfare & transfers  
All inclusive resort  
Business meeting  
Activities  
Special recognition event

***Grand Fiesta Americana  
Cabo San Lucas, Mexico***



***Century  
March 8 – 11, 2017***

