COOPER TIRE DEALER’S AIM MANUAL

THE POWER TO SELL MORE COOPER TIRES IS IN YOUR HANDS. LITERALLY.
Cooper is committed to helping you succeed by providing you with tools to drive your business’ needs every step of the way.

AIM FOR HIGHER SALES WITH THIS TOOLKIT FROM COOPER.

ADVERTISE
IDENTIFICATION
MERCHANDISE

This toolkit provides marketing tips in the areas of:

ADVERTISING • IDENTIFICATION • MERCHANDISING

These key tools will put you in the driver’s seat when it comes to attracting new customers and improving relations with existing ones.

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COOPER BUSINESS CONNECTIONS
www.CooperBusinessConnections.com

Your online connection to Cooper’s business partners are highlighted in this AIM manual. This is a one-stop source where you’ll find links to marketing tools and information to help you promote and sell the Cooper brand.
HOW TO ADVERTISE:
PUTTING IT ALL TOGETHER

Identify what attracts customers to your business. Use those particular services to craft your advertising message. Draw from the list below when assessing the strengths of your business to craft your advertising message.

YOUR PEOPLE
Trained, knowledgeable technicians .................................................................
In-depth knowledge in diverse vehicle service needs ........................................
In-depth knowledge to handle medium and heavy-duty commercial vehicles ........

YOUR FACILITIES, EQUIPMENT AND PARTS
Clean, organized, fast-paced sales area .........................................................
Name-brand tires and parts ............................................................................
Special tire-servicing tools ............................................................................

YOUR CUSTOMER SERVICE
Major credit cards accepted ............................................................................
Inviting and comfortable waiting area ...........................................................
Appointments available by phone or online ....................................................
Preferential and prompt treatment given to customers with appointments ..........
Convenient business hours for people in your market .....................................
Adjacent to a shopping center or near major employment areas .....................
Service warranties ........................................................................................
Courtesy transportation service ....................................................................
On-time service ...........................................................................................
Quality control inspection ............................................................................

YOUR PRICING
A posted “menu board” of prices ....................................................................
Quoted estimate provided before work begins ..............................................
Guaranteed pricing .........................................................................................
Competitive pricing for typical tire services ...................................................
Service specials offered frequently ...............................................................
Determining how much to spend on advertising can be a difficult decision. Planning ahead and budgeting advertising expenses will help you get the best results for your dollar. Generally, a range of 3% to 6% of your total retail sales volume should be budgeted each year for advertising.

### YOUR SERVICES

- Tire replacement 
- Tire rotation 
- Wheel balancing 
- Shock absorber replacement 
- Battery charging 
- Brake replacement 
- Air conditioning 
- Cooling system 
- Tire puncture repair 
- Ride/vibration diagnosis 
- Oil and filter change 
- Front-end alignment 
- Tune-ups 
- Exhaust systems 
- Electric repair 
- Other

### ADVERTISING BUDGET

3%-6% of total annual retail sales volume = $__________

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<table>
<thead>
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<th>ADVERTISING MEDIUM</th>
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<th>4TH QUARTER</th>
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Total Planned Advertising Expense $__________

- Since your business volume varies from month to month, there is a good chance that your advertising budget will vary also. Yearly amounts spent on advertising media should be budgeted into quarterly or monthly amounts.
- In general, you will want to advertise heavily during the spring and fall, which is the time when most people are in the market for tires.
- Your advertising budget should serve only as a guideline. It should be flexible and easily modified based on your business’ needs.
- Advertising should be regarded as an investment – not an expense. Advertising is an investment that will increase your sales and build your business. Money spent on advertising will pay off in the long run.
BUILD YOUR BUSINESS WITH COOPER: ADVERTISING TOOLS

NEWSPAPER ADS

Planning an Effective Newspaper Ad:

1. **State your Offer**
   Use a dominant headline and as few words as possible.

2. **Make your Ad Recognizable**
   Try to make your ad distinguishably different from your competitors. Keep your ads’ appearance consistent.

3. **Use Illustrations**
   Photos and illustrations catch buyers’ interest. Ads should carry readers’ eyes through the message easily and in proper sequence.

4. **Urge Your Readers to Buy Now**
   Use phrases such as, “this weekend only,” “limited supply,” or “sale ends.”

REMEMBER:

1. Smaller, once-a-week ads are generally more effective than large, once-a-month ads.

2. “FREE” draws customers in. When designing your newspaper ad, try to make a “free” offer; e.g. Buy 3 get 1 free or “free” road atlas with tire purchase.

3. Every newspaper ad should tell your readers you have:
   - Good Quality Tires
   - Good Deals
   - Good Service
   - Integrity

For details visit CooperBusinessConnections.com
Cooper offers 30 and 60 second prerecorded radio spots. Visit CooperBusinessConnection.com to download scripts.

**Advantages**
- Builds business familiarity in the marketplace
- No competition fighting for listeners’ attention during your spot
- Most cities have several radio stations, enabling you to select the one that best reaches your customers

**Disadvantages**
- No visual image
- Amount of information listeners can absorb is limited
- Prices, phone numbers, sizes, etc. are not easily communicated through radio

*In the tire business, radio is best used as a long-term image builder.*

**REMEMBER:**

1. **Know Your Audience**
   Select the station and time of day your spot will air based on what will best reach your prospective customers.

2. **Consistent Campaign**
   Schedule enough spots per week to keep your products and services in the mind of customers. Consider using jingles and/or consistent messages so that the listening audience develops a familiarity with your business.

3. **Spot Saturation**
   Schedule a large number of spots over a brief period of time that feature special events, a special seasonal item or a special price promotion.

**RADIO LISTENING TIMES AVAILABLE**

- **A.M. Drive:** 6 a.m.–10 a.m.
- **Housewife:** 10 a.m.–3 p.m.
- **P.M. Drive:** 3 p.m.–7 p.m.
- **Evening:** 7 p.m.–Midnight
- **Midnight:** Midnight–6 a.m.
TELEVISION

Advantages
- Reaches a large number of people
- Adds credibility to a tire store

Disadvantages
- TV ads are expensive
- No way to assess retention
- You pay for more coverage than you use

Many tire dealers use local television to advertise. Typically, it is more affordable, and when executed properly, it is a powerful advertising force.

REMEMBER:

1. TV is a great way to advertise if your business is one of the dominant tire dealers in your market and has enough stores to service the television coverage area.

2. TV advertising prices range from the inexpensive late show to the high-priced evening prime time shows. When purchasing TV time, remember who your prospective customers are and pick a time and show that they will most likely be viewing.

For details visit CooperBusinessConnections.com
WEBSITE DESIGN

Cooper has partnered with Net Driven, a lead provider of websites and Internet marketing solutions to automotive companies, providing you with the tools necessary to achieve personalized web design for your business.

Easy to use. Cost effective. Proven results.

The Internet is the most effective way to get new customers and is the #1 way local consumers find tire dealers (not the Yellow Pages). Over 65% of consumers start their purchase process online, and without the right website and Internet marketing program, you could be missing out on more than 1/2 of all potential new customers.

Net Driven. We drive customers to you! Call 877-860-2005 or visit NetDriven.com to learn more.

- Tire Catalog
- Service Catalog
- Wheel Configurator
- TurboSEO
- SEO Reporting
- Website Analytics
- Mobile Website
- Tire Advantage Calculator
- Service/Support
- and so much more!
ADVERTISING TOOLS

Visit CooperBusinessConnections.com for details.

SOCIAL MEDIA

Advantages
- Virtually free
- Almost all Internet users have social media accounts
- Possibility of high exposure

Disadvantages
- Fast and fleeting — customers could easily ignore your posts. In order to gain leverage for your business, you must post at least once a day.

BILLBOARD

Advantages
- Looks good and is an attention grabber
- Inexpensive form of advertising

Disadvantages
- Exposure time is brief
- Message may be monotonous if not changed regularly

For some tire dealers, billboards can be a very effective means of advertising due to their round-the-clock visibility.

For details visit CooperBusinessConnections.com
ADVERTISING TOOLS

DIRECT MAIL

VALASSIS
Reach new customers by using Valassis’ targeted mail and online digital display programs.

- Geo-target consumers based on your key functional areas and capabilities.
- Valassis targets households at the sub-zip level, getting your message to consumers only within your trade area.

It’s quick and easy to get started. Cooper has direct mail, inserts, RedPlum wrap pages, and digital programs. Call 734-748-4288 today to get started.

DEMAND FORCE
Demand Force provides new Cooper dealers a proven system to increase car count and drive shop profitability. Find ways to improve your shop’s performance with a FREE Shop Diagnostic.

For more details, please contact David Tulkin at david_tulkin@intuit.com.

ON-HOLD PROGRAM

Want a better way to market to your callers on hold?
As a Cooper Tires dealer, you may not be happy with your current on-hold marketing provider. But there’s good news: representatives at Cooper acted on your feedback and chose BusinessVoice as the new authorized on-hold marketing provider for Cooper Tires dealers.
With BusinessVoice, you’ll receive proactive content updates on a scheduled basis, as well as convenient, no-touch equipment, plus effective content that’s designed to motivate your callers to ask questions and buy!

- Scheduled, proactive production updates throughout the year.
- Your choice of messages from a Cooper-approved list.
- Creation of up to 4 customized messages for each update.
- Remote delivery of updates. There are no tapes, CDs or MP3s to worry about.
- Equipment and installation included as part of your program.
- Copywriting services.
- Some available Spanish language content.

For more details or to start your on-hold marketing from BusinessVoice, please complete the form online or call Steve Evert at 419-724-7311.
BUILD YOUR BUSINESS WITH COOPER: IDENTIFICATION TOOLS

Use Cooper Tires’ identification tools for higher visibility, to build more local awareness and increase sales.

VEHICLE IDENTIFICATION

As the nation’s premium provider of graphics and brand solutions, we offer more value than any of our competitors because of our unique service differentiators. Whether it’s the deep intellectual capital of our team, the flexibility to adapt and scale to each client’s special needs, or the industry-leading processes we employ to manufacture the highest-quality products, Alpine Graphics is a complete brand solutions provider.

• Customize your fleet to maximize your message impact
• For more Alpine Graphics information, visit CooperBusinessConnections.com

TIRE AND SPORTS INFLATABLES

• Gain high visibility, local awareness and increased sales with Cooper inflatables. Perfect for community events, grand openings and retail sales promotions.

For full inventory, call Nate Dickman, LeaderPromos at 614-579-5937, ndickman@leaderpromos.com or view offerings on CooperBusinessConnections.com

For details visit CooperBusinessConnections.com
• Our signage has been recently updated and now includes vinyl and digital options. Cooper offers billboard paper at no charge to its dealers. Contact the advertising department for details and designs.

• View our full collection of outdoor signage by visiting CooperBusinessConnections.com
BUILD YOUR BUSINESS WITH COOPER: MERCHANDISING TOOLS

Each advertising medium has its own unique capabilities. You must select the media that best reaches your prospective customers.

For details visit CooperBusinessConnections.com
These materials include stuffers, wall posters and tire inserts that showcase the benefits of Cooper’s SUV, Light Truck, Passenger and Performance tire lines. Our point-of-sale materials complement any showroom, and should be placed in prominent areas in order to reinforce key product features.
MERCHANDISING TOOLS

COOPER APPAREL AND GIFTS

- Order promotional gifts for your customers. Dealer imprints and personalization is available for certain items.
- View apparel and gift options by visiting CooperBusinessConnections.com

UNIFORM PROGRAM

- Customize the look of your business with personalized apparel for you and your staff.
- View full uniform program apparel by visiting CooperBusinessConnections.com

COOPER APPAREL AND GIFTS (STAPLES)

- Order promotional gifts for your customers. Dealer imprints and personalization is available for certain items.
- View apparel and gift options by visiting CooperBusinessConnections.com

VEHICLE MAINTENANCE

- Protective floor mats, seat covers, tire bags and static cling reminder stickers are just a few of the many items that RSC provides to shops across North America. RSC is known for its emphasis on quality, custom printing, quick turnaround and flexibility.
- RSC Sales Company prides itself on a comprehensive product line offering one-stop-shopping, as well as professional customer service and associates dedicated to making sure that customers get what they want, when they want it.
- Call 800-669-0072 for details or visit CooperBusinessConnections.com

NEW! COOPER TIRE CREDIT CARD PROGRAM

Dealers can enroll for the new Cooper Tire Synchrony Financial Credit Card Program by calling 866-838-0655.
COOPER TRAINING TOOLS: eLEARNING

Get you and your team registered for Cooper’s Online Interactive Sales, Product and Business eLearning Website!

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

The eCooper University Training Rewards program is structured like University, with 100, 200, 300 and 400 level classes in addition to electives. By taking combinations of classes you, your managers and employees will achieve successive levels of Certification while increasing tire knowledge and sales skills. Cooper Tire currently offers classes in selling skills, product knowledge and business knowledge and is adding new classes every quarter. Certification Levels include:

- **Basic Training Certification.** This level of training is designed to give everyone a level playing field of knowledge on selling skills, tire technology, functional performance, working with the Cooper Tire Company and an overview of the Tire Industry.

- **Sales Specialist Certification.** This level is designed to give Cooper Tire customers extended expertise in selling and servicing the needs of sub-segments within the tire market.

- **Sales Leader Certification.** This level is designed to provide greater depth and expertise to Cooper Tire customers by enhancing their knowledge and skills in tire performance and technology.

- **Tire Business Leader.** Designed for managers and principals of tire dealers and distributors. The **Tire Business Leader Certification** is focused on providing business training for successfully managing a tire business with courses that may include marketing, financial management and human resources.

To find out more and to become registered for the eCooper University/Training Rewards program, please go to [www.CooperMedallion.com](http://www.CooperMedallion.com) and select the training page and follow the instructions!
COOPER LOGO: EXECUTION GUIDELINES

Cooper Tire-approved logos are available through coopertireads.com. Below are the approved Cooper Tires logos to be used when advertising the Cooper brand per our corporate guidelines:

**COOPER TIRES LOGO STANDARDS**

- PMS Blue 288 must be consistently used in all brand communications, if available
- A registration mark (®) must appear after Cooper Tires in conjunction with the logo, as shown

**REMEMBER:** Use PMS 288 blue when printing the Cooper logo in color.

For any questions on Cooper Tires brand guidelines, please contact Tracy Tackett by calling 419-420-6244 or emailing tltackett@coopertire.com.

Discontinue the use of “Cooper 100 Years.” Based on our updated brand message, this tagline will no longer be used.

This logo is to be used for signage only. In situations with extremely limited space constraints.