



## **2010 Purchase Resale Policy**

# **BRIDGESTONE**

## What Is A Purchase Resale Corporate Account?

Purchase Resale accounts are traditionally national or regional automotive after market retailers that use tires as a "value added" service for their existing customer base. Tire sales are not a primary focus of these locations.

## What's In It For Me?

Becoming an authorized Purchase Resale Account supply point allows you to enjoy these benefits:

- Generous commissions
- Instant account credit
- No price negotiation
- No credit risk
- Increased unit sales

## What Is My Commission?

Each BATO consumer tire delivered to an approved Purchase Resale Account is subject to the delivery commission per the schedule below:

Deliveries to: MIDAS, MONRO, SUNOCO, AUCTION TIRES ONLINE, MILITARY

### TRADITIONALS

	Bridgestone	Firestone	Fuzion	House Brand
Passenger	\$7.00	\$7.00	N/A	\$2.00
Light Truck	\$9.00	\$9.00	\$2.00	\$2.00
H Speed Rated	\$7.00	\$7.00	\$2.00	\$2.00
FR380		\$6.00		
High Performance (V speed rated and above)	\$10.00	\$10.00	\$4.00	\$4.00

Deliveries to: DAIMLER CHRYSLER, GENERAL MOTORS, MAZDA, SATURN

### AUTOMOBILE MANUFACTURERS

	Bridgestone	Firestone
Passenger	\$10.00	\$10.00
Light Truck	\$14.00	\$14.00
H Speed Rated	\$12.00	\$12.00
FR380		\$6.00
High Performance (V speed rated and above)	\$16.00	\$16.00

**Note:** Approved supply points will be credited at base price in effect at the time of delivery less APD (Approved Product Discount), MPD and any other applicable discounts in effect.

BSRO stores will receive unit credit, sales credit at reference cost + 6% and cost calculated at store WAC.

## Who Handles Billing?

BATO direct bills all Purchase Resale Accounts' home offices. The Purchase Resale Account's home office is responsible for rebilling each individual account location. Only authorized products can be billed and delivered to approved locations. For a list of authorized products, see page 6.

Should an error occur, or if you have a billing question, please contact the BATO Consumer Reconciliation Department, 800/321-8284 or [www.consumerclaims@bfusa.com](mailto:www.consumerclaims@bfusa.com).

## Who Can Be A Supply Point And How Do I Become One?

BATO family dealers can be set up as authorized supply points for Purchase Resale Account locations by requesting approval through their Area Sales Managers and/or through the Purchase Resale Account department in Nashville.

All BSRO stores are authorized to supply approved tires to Purchase Resale Account locations.

Authorized supply points must be able to meet these guidelines:

- Ability to deliver within 24 hours
- Maintain adequate inventory
- Provide retail merchandising support
- Provide educational support

## What Is The Purchase Resale Account's Price?

Each Purchase Resale account home office has a negotiated BATO price. The price each account rebills their locations is at the sole discretion of the approved Purchase Resale account home office. BATO and their supply points have no input in regards to rebill pricing.

## What About Promotions?

Each Purchase Resale Account has its own policies and standards regarding allowable promotions at their locations. The Purchase Resale department frequently supports locations with Point of Purchase materials and merchandising kits. Please contact the Area Sales Manager with specific questions.

## How Do I Order Emergency O.E. Tires?

The CAMI Program is intended to provide our authorized supply points with an efficient ordering system for Bridgestone and Firestone Brand tires required as warranty adjustment replacements for car manufacturer **original equipment tires only**.

To order tires under this program, the following procedure should be followed:

1. All CAMI Program orders are to be placed with your Customer Service Representative.
2. Identify your requirements as a CAMI order and provide the following information:
  - a. Vehicle year, make and model
  - b. Customer's name and telephone number
  - c. Size and description of tire
  - d. Article number
  - e. Amount needed (max 2)
3. Tires will be shipped UPS regular ground, freight prepaid

BATO = Bridgestone Americas Tire Operations

BSRO = Bridgestone Retail Operations



# Can Purchase Resale Accounts Process Returns?

Since all Purchase Resale accounts obtain tires from local supply points and not from direct shipping, we **DO NOT** have a return policy.

# How Do I Process A Purchase Resale Delivery?

There are two methods for processing Purchase Resale Account orders:

1. Dealer BFDI or POS/ADRS
2. Manual TST submission

Please mail all TST tickets promptly to the address below for processing:

**Bridgestone Americas Tire Operations**  
**Attn: Consumer Recon Dept.**  
**535 Marriott Drive**

Regardless of which system you use, the following information must be completed:

1. **Delivery date**  
Please use a six digit identification for the month, day and year (e.g.; 112408 for November 24, 2008). This date should always be the date that the tires were delivered.
2. **Customer Purchase Order Number**  
Depending upon the account, a purchase order number may or may not be required. (See account details)
3. **Customer Account Number**  
Please use the Purchase Resale Account's six digit ship-to number.  
  
If necessary, please confirm the account number by calling the Purchase Resale Department at 800/543-7522, ext. 3531.
4. **Article Number, number of units**
5. **Authorized signature required for credit and proof of delivery.**

**Note:** All Purchase Resale, Military and Government sales claims, TST's, DR and credit submissions **must be** received in Nashville within **30 days of delivery date.**

**For all paper TST tickets processed manually there will be a \$2.50 per document fee.**

**Paper TST or BFDI submissions not required for BSRO locations**

# Approved Purchase/Resale Accounts And Requirements Prior To Delivery

TRADITIONAL ACCOUNTS	Purchase Order	Approved Products	Account Manager
<b>Monro Muffler &amp; Brake Speedy Auto Service</b>	Optional	Bridgestone PS/LT Firestone PS/LT House Brand PS/LT	Brad McFadden Voicemail; 800/681-6245, #70725 Cell Phone; 501/249-0867
<b>Midas</b>	Required	Bridgestone PS/LT Firestone PS/LT House Brand PS/LT	Brad McFadden Voicemail; 800/681-6245, #70725 Cell Phone; 501/249-0867
<b>Sunoco</b>	Optional	Bridgestone PS/LT Firestone PS/LT House Brand PS/LT	Brad McFadden Voicemail; 800/681-6245, #70725 Cell Phone; 501/249-0867
<b>Military Bases/VA Canteens/Exchanges</b>	Optional	Bridgestone PS/LT Firestone PS/LT House Brand PS/LT	Steve Green Voicemail; 800/681-6245, #93711 Cell Phone; 615/584-0046
<b>Auction Tires Online</b>	Required	Bridgestone PS/LT Firestone PS/LT House Brand PS/LT	Brad McFadden Voicemail; 800/681-6245, #70725 Cell Phone; 501/249-0867
<b>AUTOMOBILE MANUFACTURER ACCOUNTS</b>			
<b>Chrysler</b>	Required	Bridgestone PS/LT Firestone PS/LT	Kyle Stevens Voicemail; 812/342-0092 Cell Phone; 615/545-3240
<b>GM</b>	Optional	Bridgestone PS/LT Firestone PS/LT	Kyle Stevens Voicemail; 812/342-0092 Cell Phone; 615/545-3240
<b>Mazda</b>	Required	Bridgestone PS/LT Firestone PS/LT	Kyle Stevens Voicemail; 812/342-0092 Cell Phone; 615/545-3240
<b>Saturn</b>	Optional	Bridgestone PS/LT Firestone PS/LT	Kyle Stevens Voicemail; 812/342-0092 Cell Phone; 615/545-3240



# Where Do I Get Help?

**Technical and Warranty Information**

**Product Information**

**Order Tires**

**Supply Point Locator**

**Literature & Promotional Materials**

**Billing and Credits**

**Account Reconciliation**

**Account Specialists**

**Purchase Resale Program Coordinator**

**Manager, Purchase Resale**

## [www.bftstires.com](http://www.bftstires.com)

**Bridgestone /Firestone**

800/847-3272

[www.bftstires.com](http://www.bftstires.com)

Please contact your local supply point

800/681-5557 or [www.bftstires.com](http://www.bftstires.com)

[www.bftstires.com](http://www.bftstires.com)

800/321-8284 Department number

800/322-8746 fax

**Steve Green; Military Exchange**

800/681-6245, #93711 voicemail

615/493-0037 fax

615/584-0046 cell

greensteve@bfusa.com

**Brad McFadden; Monro, Midas, Sunoco  
and Auction Tires Online**

800/681-6245, x70725 voicemail

615/493-0627 fax

501/249-0867 cell

mcfaddenbrad@bfusa.com

**Kyle Stevens; GM, Mazda, Chrysler and Saturn**

812/342-0092 voicemail

615/545-3240 cell

615/493-0185 fax

stevenskyle@bfusa.com

**Mary DeHarde**

800/543-7522, #3531

615/937-3531

615/937-3106 fax

dehardemary@bfusa.com

**Mike Van Sicklen**

800/543-7522, #3526

615/937-3526

615/937-3106 fax

615/584-0145 cell

vansicklenmi@bfusa.com

**Mailing Address:**

Bridgestone Americas Tire Operations

535 Marriott Drive

10th Floor

Nashville, TN 37214