

# HERCULES COMMERCIAL PROGRAM

POWERING UP PROFITABILITY



**HERCULES TIRES**  
COMMERCIAL

## MEET A MORE LUCRATIVE INCENTIVE PROGRAM

The Hercules Commercial Program provides independent tire dealers like you even more opportunities to grow your business.

*Our value proposition is simple*—exceed the expectations of our customers by providing unmatched profitability through access to a wide selection of quality products with exceptional fill rates.

**BASED ON 2019 TIRE REVIEW BRAND STUDY:  
RANKED #4 IN PROFITABILITY**

**RANKED #7 FOR FILL RATE**  
Ahead of Double Coin, Yokohama, and Firestone.

**LISTED #2 IN TOP SELLING BRANDS**  
Trailer tires.

Take a look at what the Hercules Commercial Program has to offer, and find out how your business can *Ride On Our Strength*.

**“WE AT ROLLING STOCK LOVE THE HERCULES COMMERCIAL PROGRAM. PRICING, QUALITY, AND SERVICE ARE EXCEPTIONAL... AND ON TOP OF THAT WE EARN A FREE ALL INCLUSIVE TRIP ONCE PER YEAR!”**

Adam Hassett  
Owner, Rolling Stock

**“THEY SELL THEMSELVES”**

Wesley Duncan  
Shop Manager, Interstate Tire and Lube

**“SWITCHED THE JOHNSONBURG CITY GARAGE OVER TO HERCULES AND THE PERFORMANCE OF THE TIRES HAS BEEN OUTSTANDING”**

John Jindra  
Owner, Quality Tire

# HERCULES COMMERCIAL PROGRAM

*PROGRAM AT A GLANCE*

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## ▀ BROAD FAMILY OF PRODUCTS

Our broad selection of tires ensures options for drivers across a wide array of commercial applications.

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## ▀ QUARTERLY VOLUME BONUS

Four reward levels let you personalize your commitment and maximize your quarterly return.

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## ▀ 24/7 SUPPORT & RESOURCES

Whether you're looking for program documents, product information or marketing assets to create your own local advertising, Hercules makes it easily accessible at your convenience.

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## ▀ EVENT ACTIVATION

In 2020 Hercules will continue to hit the road to interact with consumers across the country. As an HCP dealer you'll have opportunities to join us at events local to your business.

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## ▀ HERCULES PERFORMANCE PROMISE

All Hercules products are backed by the Hercules Performance Promise, giving your customers the peace of mind that wherever they go, we have their back. And yours.

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## ▀ MORE WAYS TO EARN

With robust earning opportunities Hercules dealers have more chances to earn big.

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## ▀ TEAM HERCULES

Hercules Commercial Program dealers get the benefit of seeing the Hercules brand associated with an award-winning roster of athletes.

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## ▀ NATIONAL ADVERTISING

From TV to radio to digital and every channel in between, Hercules is dedicated to building brand awareness and driving traffic to your store.

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## ▀ INCENTIVE TRIPS

Hercules Commercial Program dealers have the opportunity to earn trips to exotic, exciting destinations across the globe.

# PRODUCT OFFERING

 OVER 140 SKUs

		LONG HAUL	REGIONAL/P&D	ON/OFF ROAD	WINTER
STEER	H-804	•			
	STRONG GUARD® HRA		•		
ALL-POSITION	STRONG GUARD® HRD		•		
	H-309		•		
	H-301			•	
	H-402			•	
	STRONG GUARD® HMW			•	
	STRONG GUARD® HDO		•		
DRIVE	STRONG GUARD® HDC	•	•		
	H-702		•		
	H-704	•			
	H-803		•		
	H-933				•
	H-302			•	
	H-307			•	
	STRONG GUARD® HTL	•			

# PRODUCT OFFERING *CONT.*




	SKIDSTEER LOADERS	BACKHOE LOADERS	TRUCK MOUNTED FORKLIFTS	TELEHANDLERS/ COMPACT WHEEL LOADERS	WHEEL LOADERS/ MOTOR GRADERS/ ARTICULATED DUMP TRUCKS
BIAS	GRIPPER SKID STEER	•			
	X-WALL SKS	•			
	HAULER SKZ	•			
	XD44 SKID STEER	•			
	HAULER SKS	•			
	SUPER LUG ADV R4		•		
	SUPER LUG R4		•		
	F3		•		
	SKS R1 TRACTIONMASTER			•	
	G2/L2				•
G3/L3				•	
4L I3 MULTIPURPOSE				•	
L3				•	
L2				•	
RADIAL	HDR325				•
	HDR220				•

	LIGHT TRUCK	VAN
TERRA TRAC® CH4	•	•

NOTE: Terra Trac CH4 does not count towards HCP rate.

# LIMITED PROTECTION POLICY AND HERCULES PERFORMANCE PROMISE

Whatever you drive, and wherever you're going, you can trust Hercules tires to get you there safely and securely. For years, we have proudly provided our customers with the promise of superior protection, so they can always drive with confidence. And we put our promise in writing. It's simply an extension of the way we've always done business, putting our customers first and placing fairness and integrity above all. Because we understand what's riding on your tires. And we want you to know you can count on Hercules to keep it protected.

ICON	ICON DESCRIPTION
	<p><b>WORKMANSHIP &amp; MATERIALS</b> All-steel tires covered by this Limited Protection Policy that become unserviceable due to a defect in workmanship or material during the first 50% of the original usable tread life (original tread depth minus 2/32"), will be replaced with a comparable new tire without charge.</p>
	<p><b>CASING ALLOWANCE &amp; RETREADS</b> Most Hercules brand tires carry casing allowances for one to two retreads due to a defect in workmanship or material during the specified retreaded life or specified length of time from the date of manufacture, whichever comes first. The Casing Allowance and Retread is based upon individual Limited Protection Policies.</p>
	<p><b>LIMITED PROTECTION POLICY</b> Hercules Tires Commercial carries a limited protection policy on most tires lasting a minimum of 36 months up to 84 months based upon the individual tire purchased or until the treadwear indicators become visible. Hercules will replace the tires free of charge due to a flaw in workmanship and materials within the specified requirements.</p>

# VOLUME BONUS

## PROGRAM LEVELS THAT FIT YOUR BUSINESS

Choose your commitment. Collect your rewards.  
With more tiers to choose from and the flexibility  
to set your own goals, this is a program for  
dealers at any pace.

### PLATINUM

*Annual Units*      **1200+**  
*Quarterly Units*      **300+**  
*QVB Percentage*      **4.0%**

### GOLD

*Annual Units*      **750-1199**  
*Quarterly Units*      **188-299**  
*QVB Percentage*      **3.0%**

### SILVER

*Annual Units*      **500-749**  
*Quarterly Units*      **125-187**  
*QVB Percentage*      **2.5%**

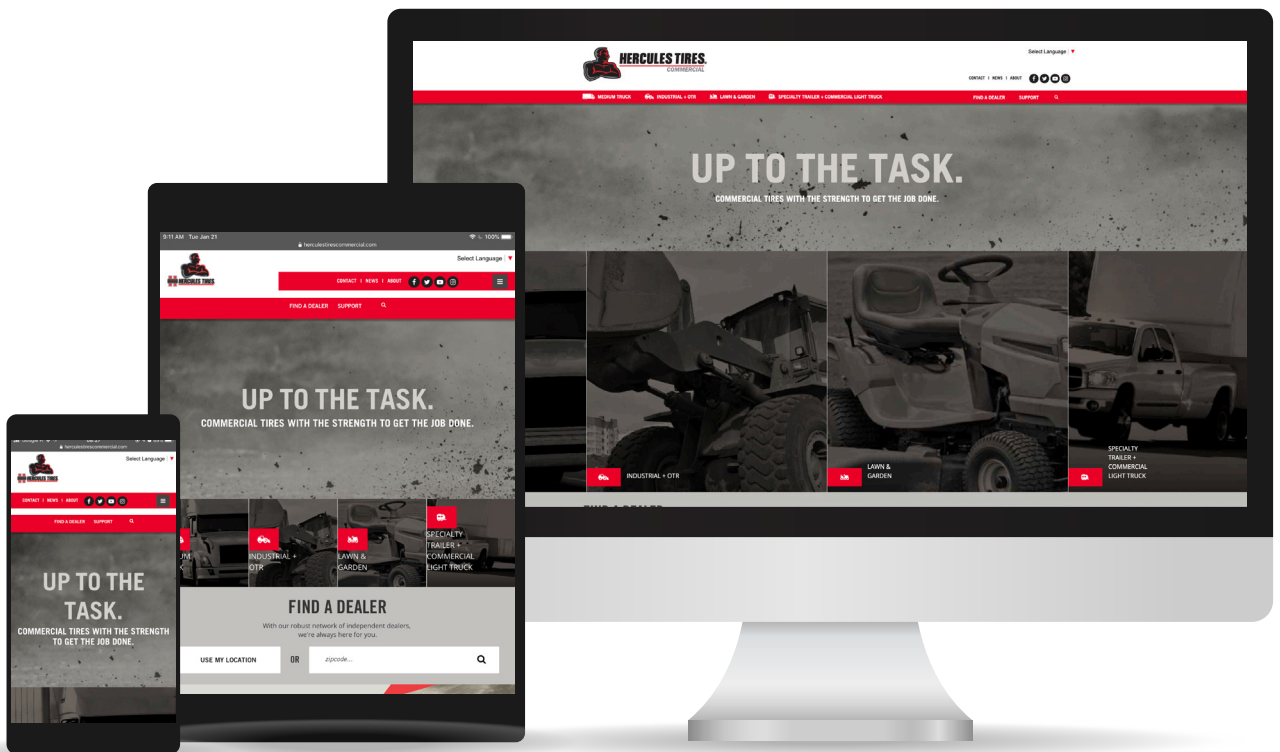
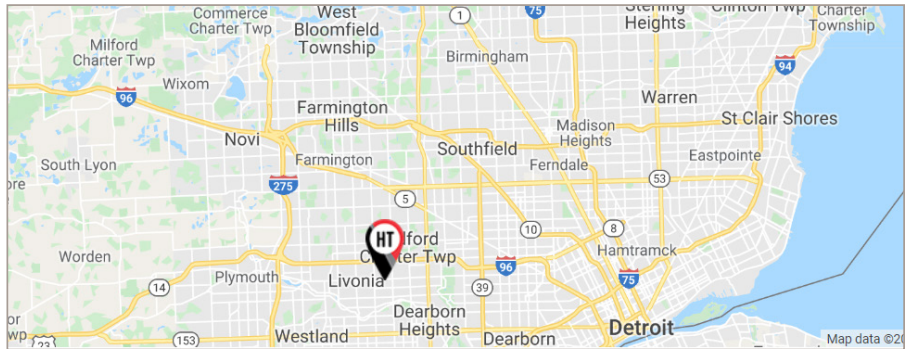
### BRONZE

*Annual Units*      **200-499**  
*Quarterly Units*      **50-124**  
*QVB Percentage*      **2.0%**

# POWERFUL RESOURCES STRAIGHT FROM THE SOURCE

## HERCULESTIRESCOMMERCIAL.COM AND ONLINE DEALER LOCATOR

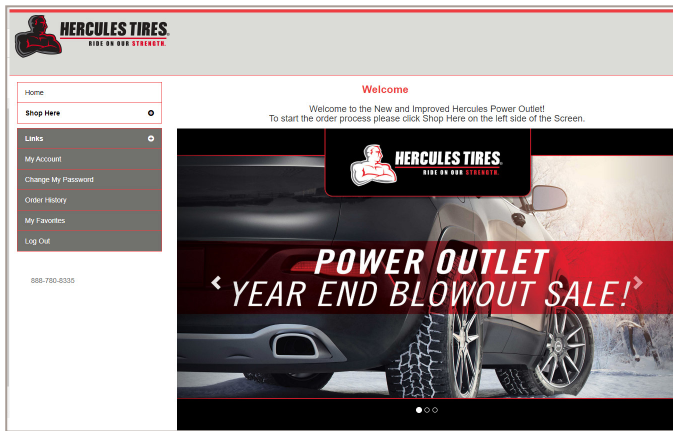
Hercules Commercial Program dealers have the full 24/7/365 capabilities of HerculesTiresCommercial.com at their fingertips. As a Commercial Program dealer, your shop is automatically listed front and center on our site, giving you an easy, organic, high-traffic tool that drives customers straight to your door.





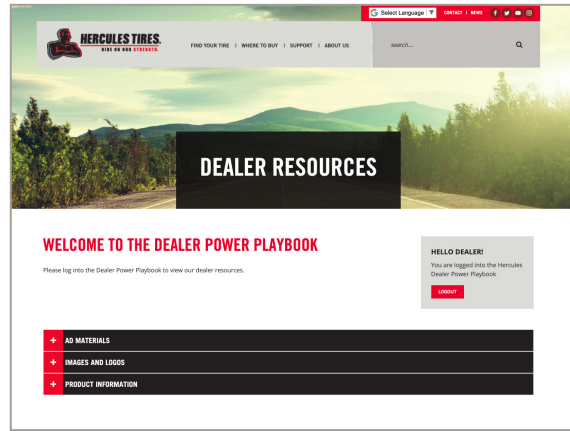
## POWER OUTLET

The Hercules Power Outlet is your one stop shop for everything Hercules. From apparel to print materials and everything in between, the Power Outlet can reenergize any shop, any space, or anyone.



## POWER PLAYBOOK

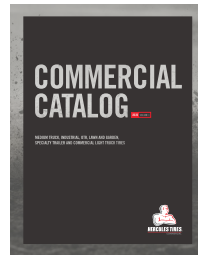
The Power Playbook is your single source for ad materials, logos, commercial spots, social media imagery and everything in between. These essential assets are readily available for you to use in your own marketing efforts. And we're always just an email or phone call away if you need help designing and deploying promotions for your business.



### Banners



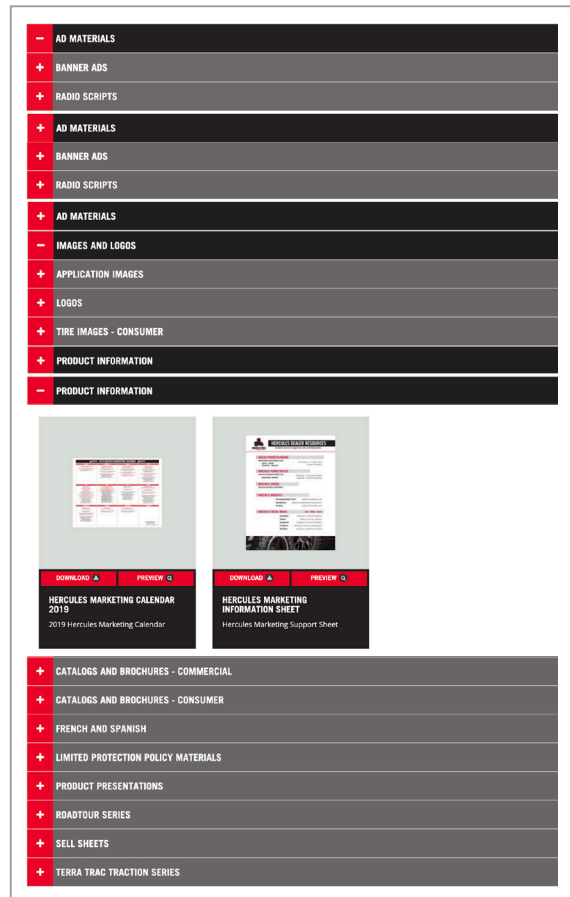
### Catalogs



### Branded Merchandise



### Branded Apparel





GREG WILSON



JOSH DOUGLAS



DOUBLE LUCKY



JOSH BERTRAND

# WELCOME TO THE TEAM

## TEAM HERCULES

Meet the group that excels when and where it matters most. And picture your name next to theirs in the winner's circle.



### GREG WILSON, *Sprint Car Driver*

The winner of over 100 sprint car features, Greg Wilson has been a fixture in sprint car racing for over a quarter century. And Hercules has been proud to be along for the ride as his sponsor since 2012. His 20 sprint car—reaching speeds of up to 180 miles per hour—is on full display at All Star Circuit of Champions races across the US and Canada.



### JOSH DOUGLAS, *Bass Angler*

Josh Douglas is a Minnesota born professional bass angler competing on both the FLW Tour as well as the Bassmaster Opens. Josh has climbed the bass fishing ladder since first cutting his teeth on the MN State BASS Federation. With two FLW Tour top 30's and one resulting in a 3rd place finish in 2018 on Kentucky Lake, Josh proudly represents the Hercules brand nationwide.



### DOUBLE LUCKY, *Off-Road UTV Racing Team*

Double Lucky Racing driver Kyle Chavez, known for taking the Code Off-Road Championship in the Class 29 UTV Turbo division. Double Lucky competes exclusively on Hercules Terra Trac® MT tires.



### JOSH BERTRAND, *Bass Angler*

Along his coast-to-coast journey, Josh Bertrand learned how to make a living doing what he loved most—fishing. Participating in over 300 tournaments over the past 15 years, Josh now competes on the Major League Fishing circuit among any other tournament he has time to enter. And he rides on Hercules Tires to each one.

# BRAND AWARENESS

## GRASSROOTS MARKETING EFFORTS

Our team is constantly on the road attending events and talking to consumers about the Hercules brand. As a Hercules dealer we invite you to come out to local events as well and showcase your business alongside us. *Because we all look better together.*

Truck/trailer activation station



## SOCIAL MEDIA

Hercules utilizes the most popular social media channels and makes it easy for you to grab and share content to your pages.



# PRINT. DIGITAL. RADIO. EMAIL.

## NATIONAL ADVERTISING

Hercules Tires builds brand awareness through national and regional advertising and marketing efforts. All in an effort to drive more tire buyers to your door and help you seal the deal.

Print



Digital & Radio



## MONTHLY EMAIL COMMUNICATION

Each month, be on the lookout for our Power Connect e-newsletter for the latest information on program updates, products, promotions, selling tips incentives and rewards.



## MORE WAYS FOR GETAWAYS

### POWERHOUSE INCENTIVE TRIP

Work hard. Play harder. We repay our dedicated dealers with the opportunity to kick back and relax—*or suit up and explore*—during the incentive trip.

HCP Dealers who purchase at least 1200 qualifying units in 2020 will receive an invitation to attend the 2021 incentive trip. In 2019 qualified dealers received an all-inclusive 4 day/3 night stay at the Secrets Wild Orchid Resort in Montego Bay, Jamaica with round trip airfare for 2.



**POWERHOUSE 2020 JAMAICA**

# HERCULES COMMERCIAL PROGRAM

RIDE ON OUR STRENGTH

## EMPOWER YOUR INDEPENDENCE

The true strength of our Commercial Program is that it gives you the freedom to be you. That's how it's been for over 65 years. That's how it will be for years to come. And that's why you should see for yourself what Hercules' outstanding quality, exceptional support and unsurpassed profitability can mean for your business.

[HERCULESTIRESCOMMERCIAL.COM](http://HERCULESTIRESCOMMERCIAL.COM)



BR HCP