

HERCULES TIRES®

RIDE ON OUR **STRENGTH.**

2022 VALUE PROPOSITION

MEET A MORE LUCRATIVE INCENTIVE PROGRAM

The Hercules Power 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.

Ranked #1 In Profitability
in 2018 and 2019 Tire Review Brand Study.

In Stock or In Route
Powered by ATD.

Robust Product Portfolio
More variety to stock means more sales to make.

Limited Distribution Model
Provides independent tire dealers with a competitive advantage.

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

“THE PROFITABILITY OF HERCULES TIRES IS OUTSTANDING”

Hootie Gipson
Owner, Gipson’s Tire Pros

“THE VALUE THAT I’M GIVING THE CUSTOMER WHEN THEY BUY THE TIRES IS ABOVE AND BEYOND ANY OTHER PRODUCT OFFERINGS I HAVE”

Ryan Goff
Owner, Rogers Tire Pros

“IT SOLD ITSELF SO EASY, WE SOLD A LOT MORE NUMBERS THAN WE THOUGHT WE WOULD”

Steven Moss
Owner, Wilson Tire Pros

| **Broad Family of Products**

Our broad selection of tires ensures options for drivers across a wide array of lifestyles and vehicles, giving you more ways to create value for more of your customers.

| **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.

| **Quarterly Volume Bonus**

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

| **More Ways to Earn**

With unique promotional opportunities, a robust Retail Rewards program and our Double Bucks program, Hercules dealers have more chances to earn big.

| **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.

| **Team Hercules**

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

| **Event Activation**

In 2022 Hercules will continue to hit the road to interact with consumers across the country. As an HPP dealer you'll have opportunities to join us at events local to your business.

| **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.

| **Incentive Trips**

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

| **Moab Product Evaluation**

A unique opportunity to put our tires to the test and prove their performance by tackling some of the worlds most challenging off-road terrains.

PRODUCT OFFERING

	SPORTS CAR	SEDAN	MINIVAN	CUV	SUV	LIGHT TRUCK	VAN	BOX TRUCK	TRAILER	UTV
PERFORMANCE										
RAPTIS® R-T5*	•	•								
H/P 4000†	•	•								
TOURING										
ROADTOUR® 855 SPE*	•	•	•	•						
ROADTOUR® 655 MRE*		•	•	•						
ROADTOUR® 455 †		•	•	•						
ROADTOUR® 455 SPORT †	•	•								
SUV/LIGHT TRUCK										
TERRA TRAC® CROSS-V*				•	•	•	•			
TERRA TRAC® CH4*						•	•			
TERRA TRAC® HPT*				•	•	•	•			
TERRA TRAC® AT X-JOURNEY*				•	•	•				
TERRA TRAC® AT X-VENTURE*					•	•	•			
TERRA TRAC® T/G MAX*						•	•			
TERRA TRAC® M/T*						•	•			
WINTER										
AVALANCHE® RT*		•	•	•						
AVALANCHE® XUV*				•	•					
AVALANCHE TT*					•	•	•			
SPECIALTY TRAILER										
H-901 ST*									•	
POWER ST2									•	
LOW-PRO H-D									•	
ALL-STEEL LIGHT TRUCK										
H-901 LT*						•	•	•		
UTV										
TIS UT1										•

NOTE: Low Pro HD & Power ST2 does not count toward HPP program rate.

*Premium †Core

 **OVER 450** SKUs

HERCULES PERFORMANCE PROMISE

Ride On Our Strength

With Hercules Tires along for the ride, your customers can cover more ground with more confidence. Our leading Limited Protection policy was crafted with as much care as our products, combining workmanship and materials coverage with a host of other benefits to create a comprehensive safety net—**That will probably never need to be cast.**



Mileage Coverage

Our tires are backed by the Mileage Coverage Plan—up to an incredible 85,000 miles on some tires.



“Trust Our Ride” 45 Day Trial

We offer consumers the opportunity to experience the performance of Hercules passenger and light truck tires for 45 days. If they're not satisfied they can simply return and exchange them free of charge.



Road Hazard Protection

Free replacement for any Hercules brand tire for two years or the first 50% of tread life.



Workmanship & Materials

Free replacement of tires that fail due to defects in workmanship and materials during the first 50% of tread life.

VOLUME BONUS AND PROMOTIONS

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.

DIAMOND	PLATINUM	GOLD
Annual Units 4000+	Annual Units 2000-3999	Annual Units 1200-1999
Quarterly Units 1000+	Quarterly Units 500-999	Quarterly Units 300-499
Core† \$3.00	Core† \$2.50	Core† \$2.50
Premium* \$7.50	Premium* \$6.50	Premium* \$5.50
SILVER	BRONZE	ASSOCIATE
Annual Units 800-1199	Annual Units 300-799	Annual Units 200-299
Quarterly Units 200-299	Quarterly Units 75-199	Quarterly Units 50-74
Core† \$2.00	Core† \$1.50	Core† --
Premium* \$4.00	Premium* \$2.50	Premium* --

Double Bucks

Earn twice as many Quarterly Volume Bonus dollars during our Double Bucks promotions on select lines. As long as you're compliant on the program there's no additional paperwork or anything extra you need to do. Just continue to make your purchases, sit back and earn.

Retail Rewards

Designed to support sales direct to the consumer, earn additional payouts each month on select lines via a reloadable Visa card.

ATD Partner Program

HPP dealers that commit and grow with ATD are eligible to earn purchase enhancements on Hercules Passenger and Light Truck products.

TORQATA

Drive Better Decisions with Advanced Analytics

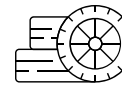
Increase your profits while freeing up your time—whether you've got one or 100 stores. Torqata brings together cutting-edge technology with industry experts to drive better decisions for the tire and automotive industry.



Profit Optimization

Do you know which brands are *actually* the most profitable?

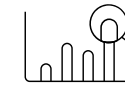
Profit Expert combines your sales history with manufacturer reward programs to recommend the most profitable mix of products so you can optimize both front-end *and* back-end dollars.



Inventory Optimization

Are you stocking the right tires based on the demands of your local market?

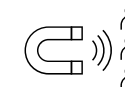
Category Compass analyzes your historic sales with market demands in your locale to give you the ideal mix of products to carry in your store.



Pricing Insights

Unsure whether you're charging too much or too little for tires?

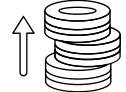
Market Price Explorer benchmarks your prices against national retailers and other Torqata customers in your area.



Lead Generation

Want to drive more traffic to your store, but not sure how?

Demand Navigator enables you to email up to 10,000 potential customers who are in the market for new tires—and reach another 250-500 customers by postcard.



Auto-Replenishment

Does re-ordering the same tires every day feel like a waste of time?

With auto-replenishment, set up certain SKUs for automated re-ordering right from your ATD Online account.

Diamond/Platinum dealers are eligible to receive two (2) Demand Navigator campaigns designed to drive additional traffic to and Hercules Tires sales for your business at no charge. Campaigns must be executed within the calendar year.

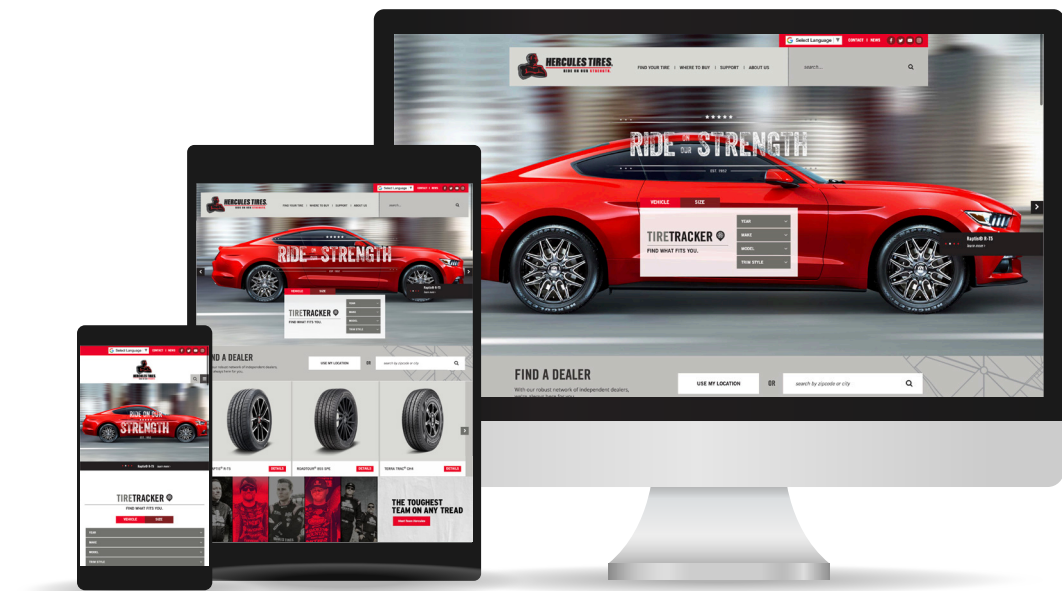
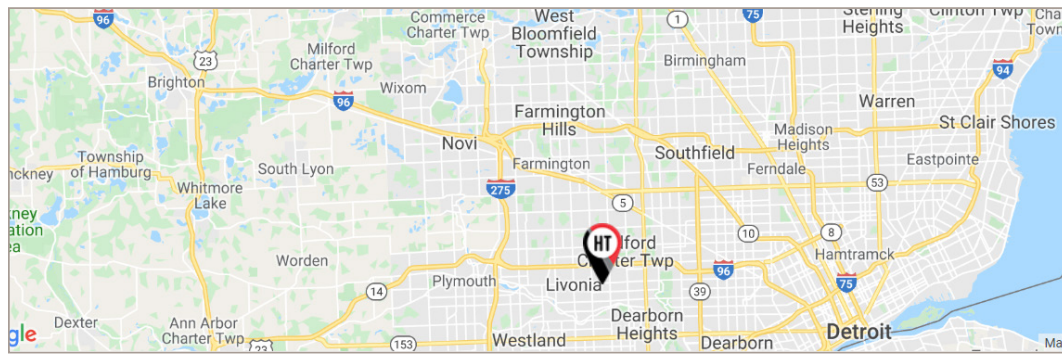
“TORQATA’S SOLUTIONS HAVE BEEN GREAT AND USEFUL ADDITIONS TO OUR PROCESS OF ORDERING, TRACKING, AND PRICING OUR TIRE INVENTORY. HELPS US WITH MAKING DECISIONS ON WHAT SIZE, TYPE, PRICE OF TIRES AND THE MANUFACTURES THAT BEST SERVER OUR TIRE STORE AND PUTS US AHEAD OF OUR COMPETITION. THANKS FOR THE GREAT TOOL!!”

Quality Tire Service

POWERFUL RESOURCES STRAIGHT FROM THE SOURCE

HerculesTires.com and Online Dealer Locator

Hercules Power Program dealers have the full 24/7/365 capabilities of HerculesTires.com at their fingertips. As a Power 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.



Hercules University

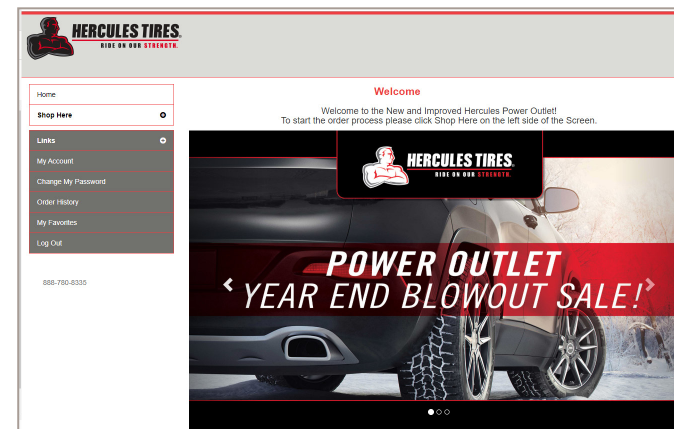
Hercules University powered by Spark, is a cutting edge digital learning platform that provides Hercules dealers with access to relevant, self-paced content about Hercules products and processes targeted at business owners and their counter sales associates.

The micro-learning platform offers the latest in engaging curriculum that includes gamification, video and animations. Hercules University powered by Spark, is provided at no charge to HPP dealers and is designed as an additional benefit to have a direct impact on independent tire dealer profitability with Hercules Tires.



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.



Banners



Catalogs & Brochures



Branded Merchandise

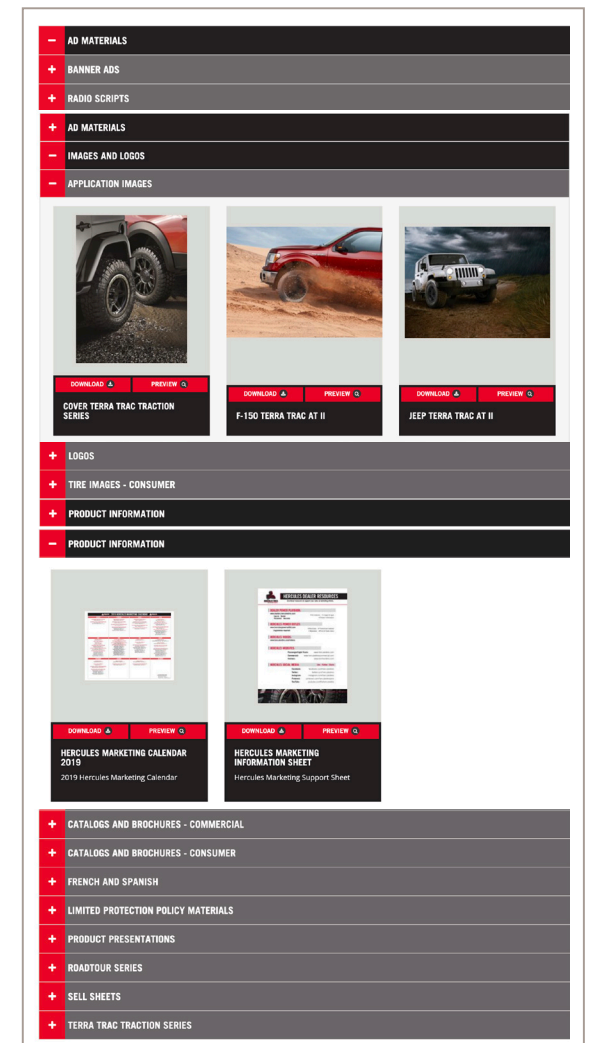
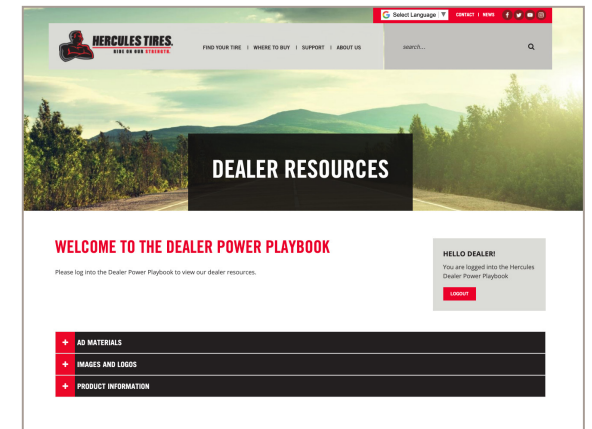


Branded Apparel



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.





JOSH DOUGLAS

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.

JOSH DOUGLAS, Bass Angler

Josh Douglas is a Minnesota born professional bass angler competing on 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.

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 sprint car—reaching speeds of up to 180 miles per hour—is on full display at races across the US.

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.



GREG WILSON



TEAM
HERCULES TIRES

EST. 1952
- RIDE ON OUR STRENGTH -



JOSH BERTRAND

BRAND AWARENESS

PRINT. DIGITAL. RADIO. EMAIL.

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.**

NCAA Basketball Sponsorship

Cut down the nets alongside champions from around the country. As the official tire of some of the NCAA's most accomplished conferences, Hercules dealers directly benefit from the exponential exposure of this partnership.

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.

Truck/trailer activation station



The official tire of:



Digital

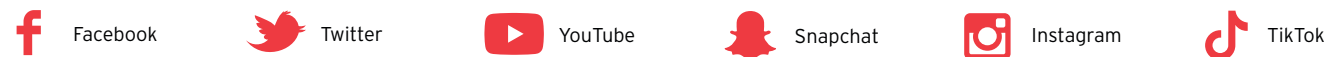


Podcast

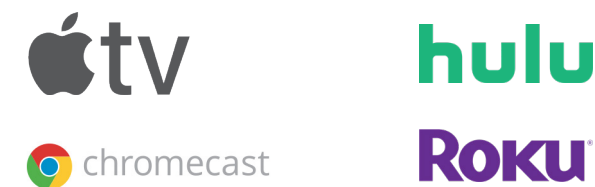


Social Media

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



Connected TV/OTT



Television



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

| Incentive Trips

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

Powerhouse

HPP Dealers who purchased at least 2250 qualifying units annually will receive an invitation for two to an all-inclusive 4 day/3 night trip to a resort location which includes round trip airfare for 2. HPP Dealers who purchase 4500 units will be eligible for two trip invitations..

Powerhouse Select

HPP Dealers who purchased at least 4000 qualifying units annually will receive an invitation for two to an all-inclusive 5 day/4 night trip to a resort location which includes round trip airfare for 2. HPP Dealers who purchase 8,000 units annually will receive 2 trips.

| Product Evaluation

Select dealers will be invited to attend the Hercules Moab Adventure.

Moab Adventure

There's never a dull moment on the Hercules Moab Adventure. Outfitted with Hercules extreme terrain tires, the Sand Flats recreation area will put your driving skills to the test amid colossal sandstone fins, petrified dunes, soaring pinnacles and swirling spires.



POWERHOUSE



POWERHOUSE SELECT



RIDE ON OUR STRENGTH.

HERCULES MOAB ADVENTURE

RIDE ON OUR STRENGTH

Hercules Power Program

Empower Your Independence

The true strength of our Power 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.