



# HERCULES TIRE CANADA

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**Hercules Tire Canada is now offering the Cooper Canadian Medallion Program from coast to coast. Contact your Sales Representative today for further details on how to enroll and receive all the benefits offered through the program.**

### **Cooper's Medallion Associate Dealer Program**

Cooper has been designing and manufacturing some of the world's best tires for nearly a century, maintaining a heritage of innovation, enthusiasm and commitment. Cooper's products are at the heart and soul of the company, and from the beginning, the company's focus has never wavered: to provide a full line of top quality tires to meet the needs of virtually all consumers and provide our Dealers with a profit opportunity better than any other in the industry.

### **Cooper's Value Proposition for Dealers:**

- Alignment with the best Distributors in North America
- Quality products to satisfy your customers
- Industry-leading portfolio of passenger, SUV and light truck tires
- Growing brand awareness
- Simple programs to make business easy
- Marketing and Advertising tools to draw consumers to your business
- Training support for critical functions
- Advertising co-op paid quarterly, directly to your business

***For as few as 400 tires annually, you can join the ranks of Cooper's Medallion team of Dealers. The program is designed with your business in mind.***

## Cooper's Medallion Program

*4 levels to fit your business size*

<b>GOLD</b>	<b>PLATINUM</b>	<b>DIAMOND</b>	<b>EMERALD</b>
400 Annual Units	1,200 Annual Units	1,800 Annual Units	4,000 Annual Units
50% Qualifying Units	50% Qualifying Units	50% Qualifying Units	50% Qualifying Units

*"Quality You Can Count On Since 1952"*

**THE HERCULES TIRE & RUBBER COMPANY**