

Program Rules

What is HORSEPOWER program?

HORSEPOWER is a program to incentivize participants who sell Continental Truck Tire, Continental Specialty Tire, Continental Digital Solutions or Continental Retread to a customer. Participants earn points to redeem for electronics, branded merchandise, prepaid VISA cards and more.

Participant:

A participant is a Tire Dealership's salesperson. A participant cannot be a dealer owner or principal. A participant must be invited by their Continental Territory Sales Manager (TSM).

Eligibility:

Eligibility is contingent on the participant's continued employment at a Tire Dealership enrolled in the HORSEPOWER program. If a participant ends their employment where their enrollment took place, the participant is automatically ineligible and will be removed from the program. If new employment is secured at a new dealership that is already participating in the program, participants will need to re-enroll into the HORSEPOWER program and notify their TSM of this change. Continental Tire the Americas, LLC (CTA) may send you important notices by email. The participant is responsible to maintain a current and valid email address on your online profile for this program. Continental will not go back and give participant points from previous Tire Dealer nor backdate points before enrollment date.

Enrollment:

Participants may enroll in the following manner. Continental TSM must invite participant to the program. After receiving invitation, participant will complete first and last name, email address and agree to Terms and Conditions, Program Rules and IRS Terms and Conditions on HORSEPOWERREWARDS.COM. If the participant does not belong to an established Head Office account or Dealer Group, the enrollment will be forwarded to the participant's dealer owner or principal for approval. If the participant does belong to an established Dealer Group or Head Office account, no re-approval by the owner is necessary. Next, the participant will complete the rest of the enrollment on HORSEPOWERREWARDS.COM including address and other information. Each participant is limited to one active enrollment.

To submit claims:

Go to HORSEPOWERREWARDS.COM. Select Submit Claim and enter the required information: invoice #, invoice date, type of claim, market line, quantity and provide copy of invoice or delivery receipt. The system will calculate the points for each product. You can add multiple invoices to a claim. HORSEPOWER's Claim Department will review and either approve or reject claims within 5-7 business days. If the claim is approved, the participant will receive an approval email and see points available for redemption. If the claim is rejected, the participant will receive a rejection email with reasons why the claim was rejected. The Participant will have an opportunity to fix the existing claim if there is missing information. If the claim is rejected for other reasons, the participant will have to submit a new claim.

All invoices or delivery receipt must include the salesperson's name or salesperson code, customer's name, dealership name, invoice number and date, marketing line and quantity sold.

Claims must be submitted within 45 days of the invoice date. Enrollment is required prior to submitting units. Participant may not claim invoices dated before their enrollment date. Participant may only claim units sold to an end consumer.

Eligible market lines for HORSEPOWER points:

See Schedule A for Truck Tire and Schedule B for Commercial Specialty Tires. Eligible marketing lines can and will change throughout the year, with or without notice, as well as points per marketing line. Active marketing lines will be listed on HORSEPOWERREWARDS.COM Eligible Market Line. Invoices dated prior to changeover date of the market line are not eligible. If a market line is removed from the eligibility line-up, any invoice date after removal date will not be accepted for eligibility of points.

Redemption/Annual expiration of points:

The participant has until March 31st to redeem their points for either items on the product catalog or prepaid VISA cards for points earned during the prior year. After 3/31, the prior year's points(based on the date the users received points; not the date of the invoice) accrued will zero out, and the participant will no longer have prior year points to redeem. The participant will go to Reward Center on HORSEPOWERREWARDS.COM and select an item from the catalog or the prepaid VISA card. The participant is allowed to buy points to complete the purchase of an item in the catalog but not for prepaid VISA card. The participant will complete their redemption order by providing shipping address. There will be no additional shipping cost for items or cards. Please note that participants can expect to receive items and cards within 4-8 weeks.

Customer support:

We recommend that the participant reach out to HORSEPOWER Rewards partner first with any questions related to submitting claims, the approval or rejection of claims and redemptions at: 1-866-544-7914 or continentalHORSEPOWER@acbcoop.com. Hours are Monday to Friday from 8:00 am to 4:15 pm MST.

If the participant has questions about getting themselves set up or eligible market lines, contact their TSM.

Shipping Address:

Most items ship by UPS, so a physical address is required (UPS will not ship to a PO Box). Use of a business address for your order may be beneficial to ensure someone is available to accept your item when it arrives.

Large or high-end items:

For large items requiring truck delivery, "First Enclosure" delivery is standard. The item will be brought into your home or garage, whichever is appropriate. For some larger high-end items such as appliances, furniture, flat screen TV's, etc., "White Glove" delivery is provided. The contracted delivery company will contact you to set up a convenient day and time for delivery.

The item is delivered into your home, unpackaged, and tested for operation if applicable. Packaging materials are removed by the delivery company. No additional setup is included with the delivery. You should not sign for a shipment if damage is detected. If an item is damaged, you should refuse the delivery and contact ACB Customer Service.

Return Procedures:

Should you have a question regarding an item, your order or you need to return merchandise, you can contact ACB, Monday through Friday, from 8:00 a.m. to 4:15 p.m. MST at 1-866-544-7914 or continentalHORSEPOWER@acbcoop.com. All inquiries will be answered within one business day. We will only accept returns of defective merchandise 30 days from date of shipment.

Damaged merchandise:

All awards should be inspected immediately upon receipt. If your award arrives damaged, contact ACB within 24 hours of receipt. Please provide pictures of any damage to the outer shipping carton and the award itself.

Defective merchandise:

If an item is inoperable or defective upon receipt (not due to damage in transit), participant should contact customer service within 30 days of shipment. Customer service will issue a call tag. Upon return of defective merchandise, we will either enter a replacement order, or note points should be refunded to the participant. If an item's defect appears more than 30 days from shipment, we will then provide participant with a proof of purchase. Proof of purchase may be used directly with manufacturer to arrange for appropriate service or return.

Exception returns:

We will accept returns for unused merchandise that is not damaged or defective, within the 30-day return period. Once approved, we will provide a RMA (Return Merchandise Authorization) number to the participant. Merchandise must be packed in original packaging and in complete resalable condition. Participant is responsible for return freight. Credit issuance for these exception returns will be for merchandise only, freight and handling will not be included.

Other program rules:

Account Inactivity: If you have not entered a claim in 90 days, your ability to redeem will be frozen after 120 days and your points will be expired after 150 days of account inactivity. Account activity is where there has not been a claim submission during the specified times. If you have not entered a claim in 120 days, your ability to redeem will be frozen until you submit a claim. After 150 days of account inactivity, your points will be expired and account deactivated. Account activity is where there has not been a claim submission during the specified times. If you have not entered a claim in 150 days, your account has not had account activity, your points will be expired and account deactivated.

Additional rules and guidelines for Continental HORSEPOWER:

In all matters relating to the interpretation and application of the Program rules, the decisions of HORSEPOWER Program management will be final. HORSEPOWER Award Headquarters and Program Management reserve the right to audit all Program records, including individual retail store location records. Continental HORSEPOWER points cannot be transferred, purchased, sold or redeemed for cash. Points also cannot be shared or duplicated. HORSEPOWER program participant is responsible for federal, state and local income taxes on all rewards earned. CTA must complete an IRS form 1099 and send it to you for any year in which your award earnings are more than \$599. This program is considered “deferred income” as, any participant who redeems points where the total value greater than \$599 aggregate for the year will be liable for all taxes for the year of the redemption. Rewards can be shipped to the individual members home address due to the individual being responsible for all taxes on this “income”. It is suggested that each reward earner consult a tax advisor in regard to reporting the reward income for income tax reporting purposes. Any liability for federal, state or local income tax imposed on any reward earner will be the responsibility of the reward earner and not CTA or HORSEPOWER Award Headquarters. CTA reserves the right to change, cancel or extend the Program at any time. CTA reserves the right to disqualify participants from eligibility for rewards. CTA reserves the right to disqualify Retail locations that are not in good standing. CTA reserves the right to disqualify any participant found to have submitted false or inaccurate sales. CTA maintains no control over the rewards supplied through this program. Additionally, CTA maintains no control over personnel, equipment or operations of any carrier or transportation company, hotel, restaurant or any other entity providing services for travel; these suppliers are independent contractors. CTA shall not be liable for any damage, loss, expense, injury, delay or inconvenience caused by or contributed to by any negligent or unauthorized act by any of these suppliers, by any defect in or failure of equipment they own, operate or furnish, or by any other cause beyond the direct control of CTA. Furthermore, CTA shall not be liable for any damage, loss, expense, injury, delay or inconvenience caused by the use of any reward or product distributed via this promotion.

Schedule A

Truck Tire Eligible Market Line For Horsepower Points

Points	Marketing Line
750	ContiPressureCheck Kit
500	Continental Intelligent Tire
350	Continental Tire
250	General Tire
100	ContiTread Retread

Schedule B

Commercial Specialty Tire Eligible Market Line For Horsepower Points

Points	Marketing Line
8750	EM-Master, DumperMaster, LD-Master Traction, LD-Master Rock, RDT Master
6250	DrillMaster, UndergroundMaster, ScoopMaster
3750	General OTR Tires(TE11 A, TE191, TE188, TE132, TE65, TE6, TE86)
2500	Telemaster
1250	Tractor 70, Tractor 85, CombineMaster, TractorMaster CompactMaster AG & CompactMaster EM
1000	ContainerMaster(all types), CraneMaster, DockMaster(all types), TerminalMaster(all types), TerminalTransport, CT Trailer, StraddleMaster(all types)
875	MPT81, MPT80, MPT 70E
750	General Tire Skid Steer(all types), General Tire Backhoe(all types)
750	RV20, RT20,RV20 All Season, ConRad HT1, Terminal Master AP
625	SC18, SC20, CS20, SH12,CompactMaster SkidSteer, SC10, SC11, SC15,
375	MH20, MC20, PT18
375	Lifter, Lifter Clean S, Lifter S, Lifter SIT,
250	General Elastic(all types)
250	IC10/12, IC40, IC70, IC80, IC30, IC35, IC36