

DIGITAL WEBSITE DEVELOPMENT

BASIC-LEVEL BRAND REQUIREMENTS

All websites that include a MAST brand must adhere to the following basic-level requirements for reimbursement.

SITE REQUIREMENTS

- MAST logo(s) on homepage.
- Must include at least one of the following:
 1. Tire search with the following filters:
 - Search by vehicle/OE fitment.
 - Search by reviews rating.
 - Search dealer recommendations.

OR

2. Top three search results showing a MAST product if a MAST product meets the criteria.

PRODUCT PAGE REQUIREMENTS

Product pages for tires must include:

- Features and benefits of the tire (available on MichelinDealerConnect.com).
- One piece of content from MichelinDealerConnect.com, like:
 - Product tire PODs.
 - Ratings and reviews syndication.
 - Product video.

LANDING PAGE REQUIREMENTS

Site must have a dedicated landing page for each MAST brand you have a contract for that includes:

- “Why buy Michelin,” “Why buy BFGoodrich” or “Why buy Uniroyal” messaging (available on MichelinDealerConnect.com).
- Michelin Promise Plan™ for pages featuring MICHELIN® tires (shield graphic and talking points).
- Tire spotlight that features at least two of the major product lines below with supporting features and benefits (available on MichelinDealerConnect.com) and a link to that product.

MICHELIN® Defender® T+H
MICHELIN® Defender® LTX® MIS
MICHELIN® Premier® AIS
MICHELIN® Premier® LTX®
MICHELIN® PILOT® Sport AIS 3+
MICHELIN® PILOT® Sport 4 S
BFGoodrich® Advantage TIA® Sport LT
BFGoodrich® Advantage TIA® Sport
BFGoodrich® All-Terrain TIA® KO2
BFGoodrich® g-Force™ COMP-2™ AIS
Uniroyal® Tiger Paw® Touring
Uniroyal® Tiger Paw® GTZ All Season
Uniroyal® Laredo® Cross Country Tour