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**Keystone Automotive Operations and Yokohama Tire Corp. Offer New Rewards Program for Jobbers**

**EXETER, PA (August 26, 2019)** - Yokohama Tire Corporation— a world leader in driving technology and tire innovation — has partnered with Keystone Automotive Operations, Inc. to offer automotive aftermarket shops an opportunity to earn money back, along with the chance to participate in unique off-road experiences, on the purchase of select tires with the Yokohama Off-Road Tire Experience (YOTE) Rewards Program.

“We are pleased to be partnering with Yokohama to provide this accessible program with attractive incentives to the local, independent shops, who may not be handling the volume of larger tire retailers,” said Dan Guyer, category manager for tires and wheels at Keystone. “This is a tremendous opportunity for our customers to benefit from some of the industry’s highest payouts while offering rugged Yokohama GEOLANDAR Tires.”

The Yokohama Off-Road Tire Experience (YOTE) Rewards Program is an ongoing opportunity, permitting jobbers to sign up during any sales quarter with special quarterly goals that offer a variety of sales credits, collateral promotional items and complementary point-of-sale materials.

Broken into three earning levels, the YOTE Rewards Program is only valid in the United States for full-service retail jobbers with a storefront offering mounting, balancing, and other automotive services.

**YOTE Bonus Rewards**

The YOTE Rewards Program looks to sweeten the deal for participants by adding bonus incentives for quarterly milestones, with the grand prize of a free set of GEOLANDAR X-AT™ tires going to the top jobber in Q3.

“From peak to pavement and everywhere in between, the All-New GEOLANDAR X-AT™ is built to conquer serious off-road terrain without compromising on-road comfort,” says Yokohama. “As the new standard for extreme all-terrain use, this tire combines everything you’d expect from an A/T, but with the brute strength your favorite trails demand.”

Specially-designed to provide superior durability, reliability, and cut-and-chip resistance, the GEOLANDAR X-AT™ line is an easy sell for pickups, Jeeps, and other SUVs that demand maximum traction and long tread life. Available in 27 sizes, ranging from 15 to 22 inches, the X-AT comes backed by a 45,000-mile limited treadwear warranty.

Those interested in this exciting new rewards program are encouraged to complete an enrollment form and email it to their Keystone sales representative. To learn more, please visit:  
<http://unbouncepages.com/yote-sign-up/>

**A New Partnership**

As the North American branch of Tokyo-based Yokohama Rubber Co., Ltd., Yokohama Tire Corporation is celebrating its 50th year in the U.S., in addition to a strategic distribution partnership with Keystone Automotive Operations. Yokohama’s standards for superior-quality tires through sustainable business development and manufacturing processes have guided the company to remarkable success and brand awareness, leading to a robust product lineup that includes tires for high-performance, light truck, passenger car, commercial truck and bus, and off-the-road mining and construction applications.

“Beyond the financial rewards and incentives, this rewards program brings even more opportunity to customers, offering participation in exclusive off-road experiences unique to Yokohama,” added Guyer.

**About Keystone Automotive Operations:**

Keystone Automotive Operations is the leading distributor and marketer of automotive aftermarket products and services, uniquely positioned to offer customers and suppliers substantial scale, the most comprehensive inventory selection in the industry, high levels of customer service, and innovative marketing support. Keystone is committed to expanding its offerings to meet the ever-growing needs of its customer base, providing them what they need, when they need it most.

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