

ASSOCIATE DEALER PROGRAM



NEXEN TIRE



2020 ASSOCIATE DEALER PROGRAM

WHY NEXEN?

GROWING LIST OF OE PARTNERS

Nexen is one of a handful of manufacturers approved for OE fitments worldwide. Rigorous quality and performance testing have earned the trust of automakers whose customers have high expectations when purchasing a vehicle. Nexen's North American partners include Hyundai, Chrysler, Fiat, Chevrolet, Kia, Mitsubishi, Ram Trucks, and many more around the world.



NO RECALLS EVER

Best quality assurance in the business. Since 2000, Nexen Tire has produced over

425,000,000

tires, with absolutely ZERO recalls.

TOP 10 IN ALL TIRE CATEGORIES

In a third-party independent study, Nexen Tire earned the right to say we have tires that placed in the top 10 tire categories.

TOP 10 ALL TIRE CATEGORIES

TOP 3

(2017) ALL TERRAIN TRUCK
ROADIAN AT Pro RA8
All Terrain



TOP 3

ALL-SEASON TIRES

Aria AH7
Premium Standard Touring

TOP 6

SUMMER TIRES

NFERA SU1
Ultra High Performance

TOP 10

ALL SEASON TRUCK

ROADIAN HTX RH5
Highway Terrain

TOP 10

WINTER/SNOW

WINGUARD ICE SUV
Studless Nordic Winter

RANKED 4TH AMONG COMPETITORS

In a third-party independent tire satisfaction study within the passenger vehicle segment, Nexen Tire ranked 4th among competitors, ranking above top-tier tire companies.

REWARD YOURSELF ...

BASE PAYOUTS

The Nexen Next Level Associate Dealer Program makes it easy for dealers to earn rewards when buying Nexen branded tires. Instead of multi-tiered programs where volume forecasts or commitments are required to earn at higher tiers, the Next Level Program pays out every dealer the same base cash back.*

QUARTERLY VOLUME BONUS

This is where the dollars really start to add up. The more tires that are purchased, the larger the rewards are back to the dealer. If a dealer qualifies for the Next Level base payout by purchasing 100 units per quarter, then they automatically receive the first tier of volume bonus as well. As the volume purchased gets larger, so do the bonus amounts. Every single qualified Nexen tire purchased receives the following bonus paid at the end of each quarter:

	TIER 1	TIER 2	TIER 3	TIER 4	TIER 5
QUARTERLY UNIT QUALIFIER	100 – 199	200 – 349	350 – 499	500 – 749	750+
PER UNIT	\$1	\$2	\$3	\$4	\$5
ANNUAL TRUE UP UNIT QUALIFIER	400 – 799	800 – 1,399	1,400 – 1,999	2,000 – 2,999	3,000+

*100 units must be purchased in same quarter to qualify for Next Level base payout.

ANNUAL TRUE UP

Dealers have the opportunity to earn rewards on previous quarters where they did not meet the minimum 100-unit requirement. Examples below:

DEALER A

ENROLLED PRIOR TO START OF PROGRAM YEAR

Q1 ■ 50
NO VOLUME BONUS PAYOUT

Q2 ■ 150
TIER 1 PAYOUT @ \$6/\$4

Q3 ■ 50
NO VOLUME BONUS PAYOUT

Q4 ■ 250
TIER 2 PAYOUT @ \$7/\$5

YEAR TOTAL 500

ANNUAL TRUE UP
TIER 1 BONUS PAYOUT
FOR Q1 & Q3

DEALER B

ENROLLED IN MARCH OF PROGRAM YEAR

Q1 ■ 50
NO VOLUME BONUS PAYOUT

Q2 ■ 125
TIER 1 PAYOUT @ \$6/\$4

Q3 ■ 125
TIER 1 PAYOUT @ \$6/\$4

Q4 ■ 100
TIER 1 PAYOUT @ \$6/\$4

YEAR TOTAL 400

ANNUAL TRUE UP
TIER 1 BONUS PAYOUT
FOR Q1

DEALER C

ENROLLED IN MARCH OF PROGRAM YEAR

Q1 ■ 50
NO VOLUME BONUS PAYOUT

Q2 ■ 125
TIER 1 PAYOUT @ \$6/\$4

Q3 ■ 120
TIER 1 PAYOUT @ \$6/\$4

Q4 ■ 100
TIER 1 PAYOUT @ \$6/\$4

YEAR TOTAL 395

ANNUAL TRUE UP
DID NOT REACH TIER 1 LEVEL
NO BONUS PAYOUT

RETAILER TIRE SALES REPORTS

REAL LIFE RESULTS – ACTUAL DEALER REPORTS SHOWN

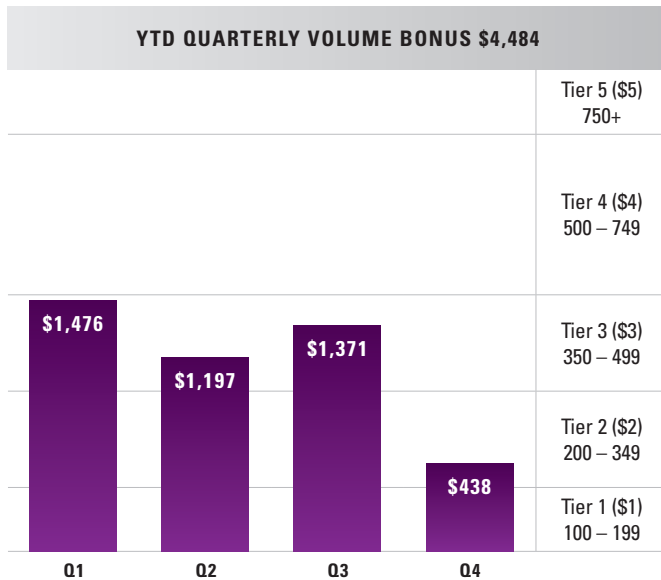
Nexen Tire values every loyal business partner and wants to help you grow your business while taking advantage of every incentive. The goal of the Next Level Associate Dealer Program is to make selling Nexen tires as profitable as possible and to provide you with the necessary tools to maximize these efforts. Each Next Level participant has access to “real-time” reports through Nexen Tire’s Dealer Portal. These reports will help you track your quarterly and yearly goals.

TIRES PURCHASED

Each dealer has a breakdown of their store’s tire purchases by quarter, year, and tire category. Refer to your Tires Purchased chart to review trends and maximize your quarterly and yearly Next Level payouts (see sample report to the right):

QUARTER	0	100	200	300	400	500	600	750
QUARTER ONE 5 282 200 5	492							
QUARTER TWO 13 254 127 5	399							
QUARTER THREE 12 253 182 10	457							
QUARTER FOUR 20 119 71 9	219							

ULTRA HIGH PERFORMANCE | PASSENGER | CUV/SUV/LIGHT TRUCK | MUD TERRAIN



QUARTERLY VOLUME BONUS

It’s simple! The more you sell the more bonus cash you earn. Nexen Tire pays out bonus cash on top of standard Next Level Program payouts for each tire. Bonus cash is determined by your volume bonus tier per quarter with the maximum bonus payouts reaching \$5 (per tire). Refer to your Quarterly Volume Bonus chart to see your active tier, payout bonus totals, and the sales requirements to reach the next tier.

NEXT LEVEL PROGRAM PAYOUTS

Want to know how much money Nexen Tire is sending you? We got you covered...Nexen Tire tracks standard tire payouts and quarterly volume bonuses, combining them for your total Next Level Program payouts. See what you are earning per quarter and watch the cash pile up:

QUARTER	DOLLARS EARNED*	UNITS PENDING	DOLLARS PENDING*
ONE	\$2,972	0	\$0
TWO	\$2,430	0	\$0
THREE	\$2,786	0	\$0
FOUR	\$0	219	\$1,153

*Minimum of 100 tires to be eligible each QTR

*Includes Quarterly Volume Bonus for Tiers 1 – 5. Anything less than Tier 1 is not included.

\$5

ULTRA HIGH PERFORMANCE

N'FERA
SU1



N'FERA
AU7



N'FERA
RU5



\$3

PASSENGER

N5000
PLUS



N'PRIZ
AH8



ARIA
AH7



N'PRIZ
AH5



\$5

MUD TERRAIN TIRES

ROADIAN
MTX



ROADIAN
MT



\$3

CUV/SUV/LIGHT TRUCK

ROADIAN
GTX



ROADIAN
HP



ROADIAN
HTX RH5



ROADIAN
AT PRO RA8



N'PRIZ
RH7



ROADIAN
CT8 HL



TIRES NOT SHOWN IN
THE CUV/SUV/LIGHT
TRUCK TIRE CATEGORY
INCLUDED IN THE NEXT
LEVEL PROGRAM:
ROADIAN CT8

DEALER RESOURCES?

WE GOT YOU

NEXENACE

ACCREDITED CERTIFICATION & EDUCATION PORTAL

Earn your stripes as a Nexen ACE. Our new portal, dedicated to education and certification, will give you the tools to be an expert on everything that is Nexen Tire. Earn points and redeem for great awards like wearables, gift cards, electronics, vacations, and more. Portal is accessible at **NexenACE.com**.



NEXENTIREUSA.COM

Our website features a fresh new design that makes it easier than ever to find a dealer, find a tire, or get information on Nexen products.

NEXEN NEXEN TIRE

Nexen Tire USA Corporate Headquarters
21073 Pathfinder Road, Suite 100 | Diamond Bar, CA 91765
T (909) 923-4011 | F (909) 923-3991 | **NexenTireUSA.com**