

# 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

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# 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

**N FERA 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
<b>QUARTERLY UNIT QUALIFIER</b>	100 – 199	200 – 349	350 – 499	500 – 749	750+
<b>PER UNIT</b>	\$1	\$2	\$3	\$4	\$5
<b>ANNUAL TRUE UP UNIT QUALIFIER</b>	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

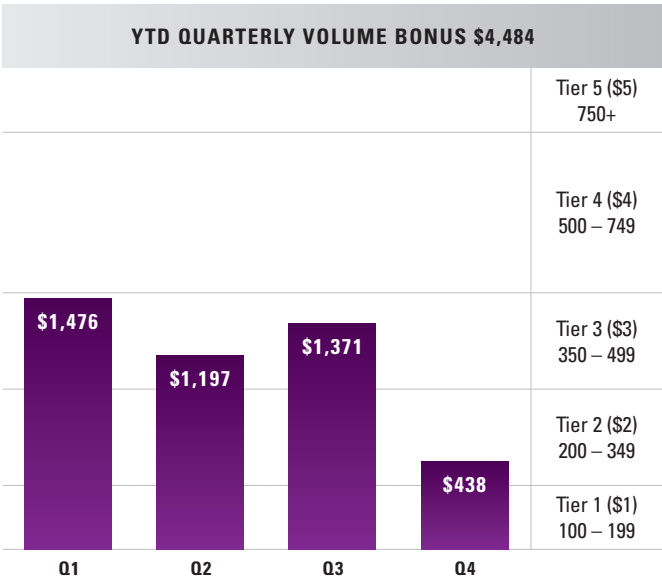
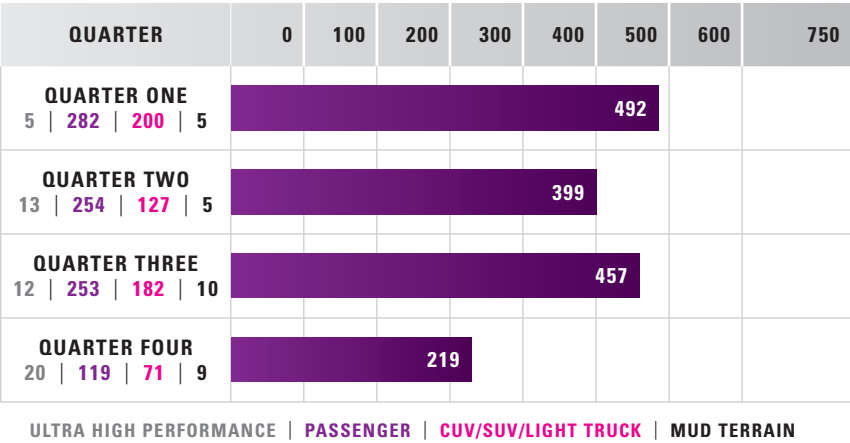
# RETAILER TIRE SALES REPORTS

## 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):



### 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

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**N'FERA**  
*SU1*



**N'FERA**  
*AU7*



**N'FERA**  
*RU5*



\$3

## PASSENGER

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**N5000**  
*PLUS*



**N'PRIZ**  
*AH8*



**ARIA**  
*AH7*



**N'PRIZ**  
*AH5*





\$5

## MUD TERRAIN TIRES

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**ROADIAN**  
*MTX*



**ROADIAN**  
*MT*



\$3

## CUV/SUV/LIGHT TRUCK

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**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

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