



WELCOME TO KENDA TRACTION

For 60 years, the name Kenda has meant high quality tires that offer amazing performance and value. Along the way our loyal dealers have been a huge part of our success. To show how much we value your partnership, we've created an incentive program designed to reward our most dedicated dealers, like you.

Kenda Traction – Designed For Your Journey

The Kenda Traction Program is for you-the independent tire dealer-to provide back-end benefits, brand visibility, and a full tire line designed to maximize your profitability potential! In this exclusive program, you will earn rewards when you purchase Kenda tires. Each quarter you can earn up to \$3 per tire. The more tires you buy, the bigger your rewards. No exclusions. If it's a passenger car or light truck tire with Kenda on it - it counts.

It's easy to get started in the Kenda Traction program. Everything you need to know can be found in this brochure and on the program website at www.kendatractionrewards.com.

KENDA TRACTION BENEFITS

Enhanced Dealer Performance Dashboard

See how close you are to reaching your goals. Each Kenda Traction dealer has access to our enhance dealer performance dashboard that is updated daily.

Promotions:

Multiply your earnings by buying select tire models during our Double Dollars promotional periods throughout the year.

Flexible Payment Options

You can choose between direct deposit or a convenient, reloadable debit card. Choose what works best for you.

Annual True Up:

Kenda Traction dealers have the opportunity to earn rewards on previous quarters where they did not meet the minimum tier level requirement based on their annual purchases

Merchandising Support

P.O.P. materials available for strong performing associate dealers.

Contact your distributor sales rep or Kenda Sales Manager for more information.

Improved Mobile Access

Check your balance and goals from anywhere. Our new website will work on desktops, laptops, tablets and phones.

Dealer Locator on KendaTire.com

Another benefit of the Traction program is securing your spot on the Kenda Tire Dealer Locator on KendaTire.com. You'll become a preferred Kenda Dealer and customers using the dealer locator will be guided to your store.

Marketing Support

In addition to earning rewards, you will also have access to our marketing portal where you can find Kenda branding tools such as product images, logos, digital ads and our digital catalog.

E-Learning

Kenda offers its distributors and retail dealers an online training program to provide our partners with the best information on product knowledge, company information, selling skills, etc.

ENROLLING IN KENDA TRACTION

Like everything else with Kenda Traction, enrolling in the program is a snap:

Visit www.kendatractionrewards.com and register for approval after discussing with your distributor. Kenda Tires will be notified when you've registered after purchasing 40 units, the minimum purchase amount for enrollment. Once you've been approved by Kenda, you'll receive a welcome email with your Traction program username and password. Then, go to the program website, complete your dealer profile (along with payment selection) and you're ready!

How It Works

When you purchase 60 or more tires quarterly, you are eligible to earn rewards in the Kenda Traction program. The program is tiered, so the more tires you purchase, the higher your payouts.

Purchases of 60 – 249 tires qualify for Tier 1. Purchases of 250 – 399 tires qualify for Tier 2 and 400 tires or more qualify for Tier 3 and the highest payouts. Once you've reached the threshold of 60 units in a quarter, you will receive a payout that correspond to the tier you've reached.

GETTING PAID

Once you receive your Kenda Traction approval email, you will need to log into your Traction account and complete your account set up along with your payment profile. You have two options for reward payments.

Direct Deposit – Get access to your funds quickly. They will be issued to you as a business. You have to provide your banking information for your business bank account (not personal).

Reloadable Kenda Traction Debit Card – Your funds will be issued to you as an individual. The card will be in the name of the person registered on the dealer account in the Traction portal. That person will have the tax liability for the rewards. The card will be mailed to you after the first quarter in which you qualify for earnings. All future quarterly earnings will be issued to this same, convenient card.

All approved associate dealers must log into their Traction account via the web portal and complete their profile setup for payment selection. No rewards can be released until a payment selection has been made and setup completed.

Kenda Traction Payout Chart

	Tier 1	Tier 2	Tier 3
Quarterly Unit Purchases	60	250	400
Annual Unit Purchases	240	1000	1600
Traction Dollars per Tire	\$1.00	\$2.00	\$3.00

Purchases are tracked and reported by your distributor so all you have to focus on is how you're going to spend your rewards.

Payment Schedule

We know that getting access to the money you've earned is important. That's why we're committed to paying you as quickly as we can. You will receive your taxable Traction dollars from us within 45 days of the end of the quarter in which they were reported.

Tracking Your Success

The Kenda Traction website is your go-to place for everything you need to be successful in the program.

At www.kendatractionrewards.com you can:

- Track your purchases and awards each quarter
- Identify trends or potential sales opportunities with customized reporting metrics
- Find out the latest news on Kenda products and the Traction program

SUPPORT

For any questions or support, please contact our dedicated customer service team at **1-855-844-9098** or via email at kendatractionrewards@360insights.com.

Monday-Friday: 8:30 am – 5 pm EST, Saturday: 9 am – 5 pm EST



We value our Kenda family.

If you have any questions please call
Program Headquarters 1-855-844-9098.

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