



# ASSOCIATE DEALER PROGRAM



**NEXEN TIRE**

we got you



# 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, Kia, Mitsubishi, Ram Trucks, Volkswagen, and many more around the world.



## NO USA RECALLS **EVER**

## BEST QUALITY ASSURANCE IN THE INDUSTRY

Since 2000, Nexen Tire has produced over

# 550,000,000

(over 1/2 billion tires) with absolutely **ZERO** recalls in the USA

AT THE TOP ◀

# 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 3

ALL TERRAIN TRUCK

**ROADIAN AT PRO RA8**  
All Terrain



### TOP 3

ALL SEASON TIRES

**Aria AH7**  
Premium Standard Touring  
All Season

### TOP 8

ALL SEASON TIRES

**N5000 platinum**  
Grand Touring All Season

### TOP 10

ALL SEASON TRUCK

**ROADIAN HTX RH5**  
Highway Terrain



### TOP 2

WINTER/SNOW

**WINGUARD winSPIKE wse2**  
CUV/SUV Studdable Winter

### TOP 3

WINTER/SNOW

**WINGUARD Sport 2**  
Performance Studless Winter

### TOP 7

WINTER/SNOW

**WINGUARD winSPIKE**  
Studdable Winter

### TOP 8

WINTER/SNOW

**WINGUARD ice Plus**  
Studless Nordic Winter



### TOP 3

SUMMERTIRES

**N'FERA sui**  
Ultra High Performance Summer



# REWARD YOURSELF

## NEXEN REACH PROGRAM

Introducing the Nexen Reach Program. This new feature of the Next Level program allows newly signed dealers to reach Tier 1 payouts at 50 units! To qualify, new dealers must purchase 50 units in both of their first two quarters to get the Tier 1 pattern payouts. In the third quarter and beyond, standard structure will resume with Tier 1 beginning at 100 units. Subsequent quarters will resume the standard structure with Tier 1 beginning at 100 units.

## 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+

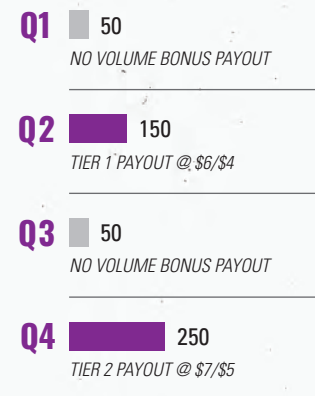
\*100 units must be purchased in same quarter to qualify for Next Level base payout.

## 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

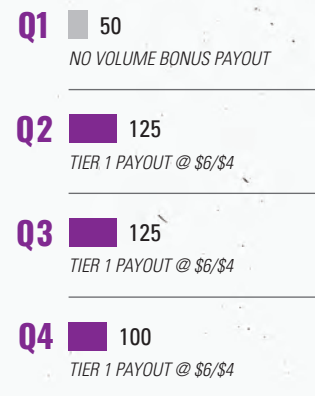


YEAR TOTAL 500

**ANNUAL TRUE UP**  
TIER 1 BONUS PAYOUT  
FOR Q1 & Q3

### DEALER B

ENROLLED IN MARCH  
OF PROGRAM YEAR

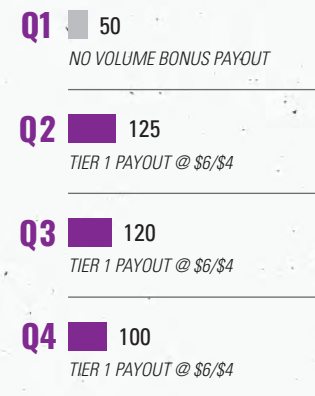


YEAR TOTAL 400

**ANNUAL TRUE UP**  
TIER 1 BONUS PAYOUT  
FOR Q1

### DEALER C

ENROLLED IN MARCH  
OF PROGRAM YEAR



YEAR TOTAL 395

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

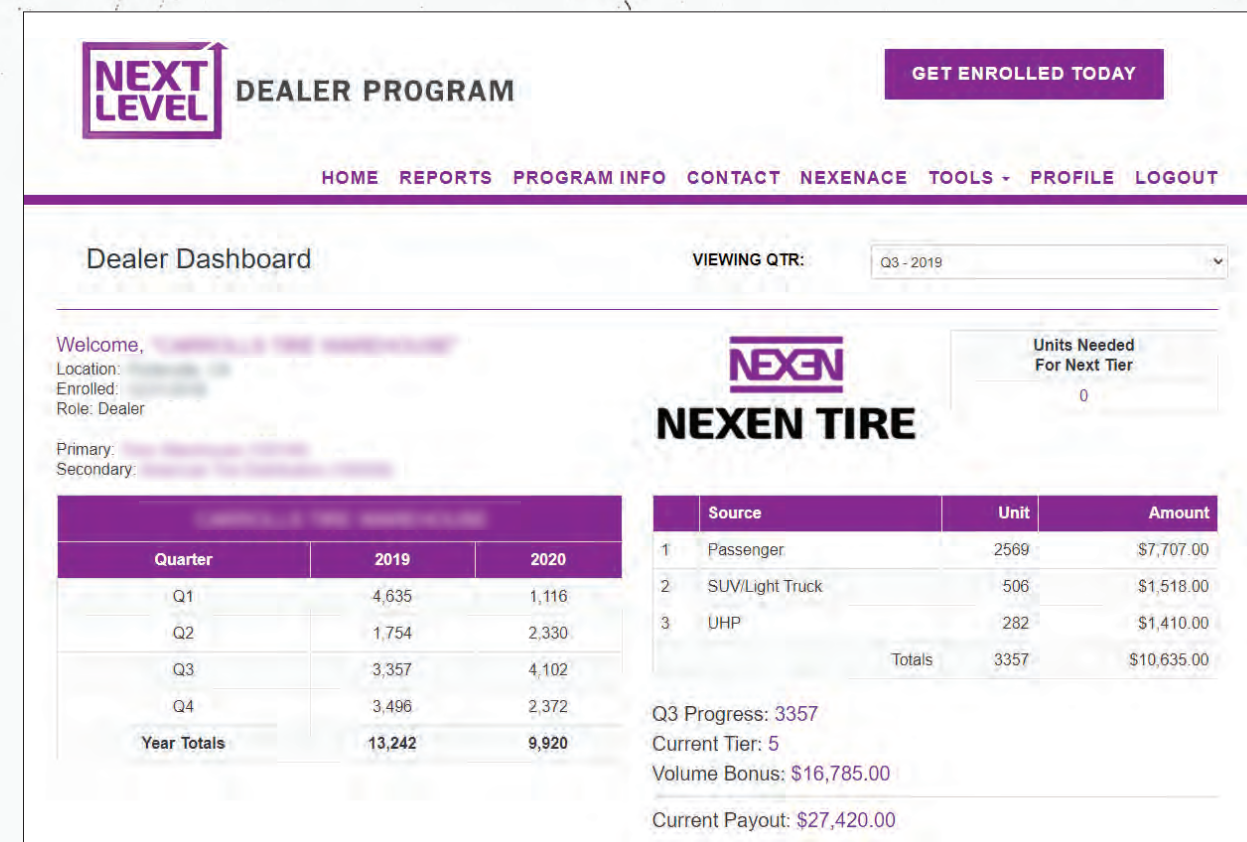
# DEALER DASHBOARD

## 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 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 tire purchases by quarter, year, and tire category. Refer to your homepage on the Next Level site to review trends and maximize your quarterly and yearly Next Level payouts (see image below):

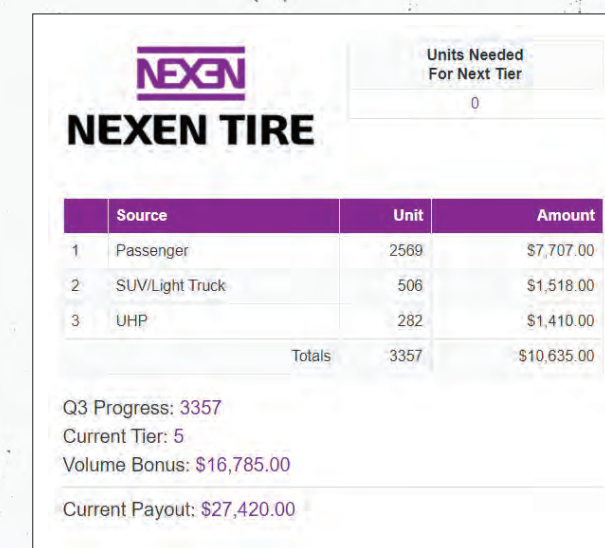


## QUARTERLY VOLUME BONUS (QTV)

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 dashboard on the Next Level site 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.



Minimum of 100 tires to be eligible for each QTR.



# PAYOUT TIRE LINEUP

## 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.\*

\$2\*

**WINTER**  
ON ALL ELIGIBLE WINTER TIRE PRODUCTS

\$3\*

ROADIAN  
GTX

ROADIAN  
HP

N'PRIZ  
RH7

ROADIAN  
CT8 HL

CUV/SUV/LIGHT TRUCK

ARIA  
AH7

N'PRIZ  
AH5

N5000  
PLATINUM

N'PRIZ  
AH8

PASSENGER

\$5\*

N'FERA  
SU1

N'FERA  
AU7

N'FERA  
RU5

ULTRA HIGH PERFORMANCE

ROADIAN  
MT

ROADIAN  
MTX

ROADIAN  
ATX

ROADIAN  
HTX 2

MUD TERRAIN

CUV/SUV/LIGHT TRUCK



\* + QVB AT 100 UNITS FOR THE QUARTER

\* + QVB AT 100 UNITS FOR THE QUARTER





# ONE WEBSITE. EVERY TOOL YOU NEED.

THE NEXTTIRE GARAGE is a resource center for existing and new dealers, equipped with all the tools, knowledge, and support needed to help build your business, all in one place.

- NEXT LEVEL ACCOUNT ACCESS
- TIRE TRAINING WITH NEXEN ACE
- SOCIAL MEDIA ASSETS AVAILABLE THROUGH N'SOCIAL
- CUSTOMIZED WAITING ROOM ENTERTAINMENT CONTENT WITH NEXEN NETWORK
- QUICK ACCESS TO RESOURCES AND MORE!



CHECK OUT THE GARAGE AND ALL THAT IT STORES.



CHECK OUT NEXEN'S NEW ALTERNATIVE PROGRAM, SIMILAR TO NEXT LEVEL FOR OFF-ROAD SPECIALTY SHOPS AND DEALERS.

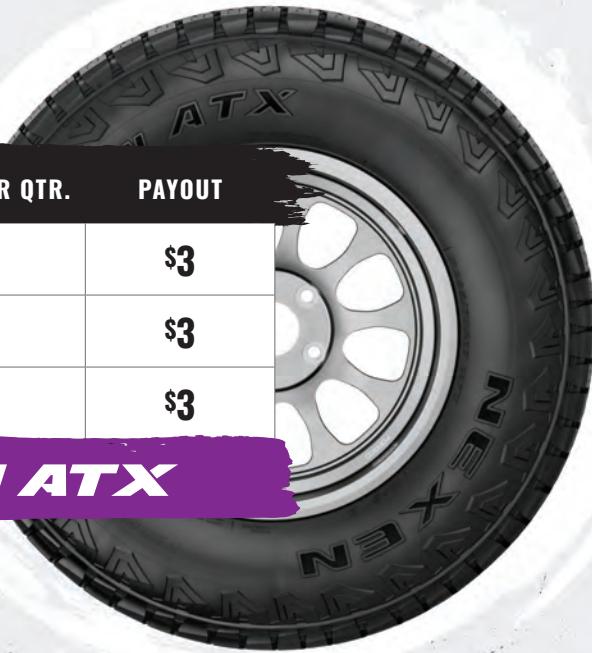
EARN EVEN MORE AT HIGHER LEVELS ON THESE SPECIFIC TIRES!

## OFF-ROAD GARAGE



LEVEL	UNITS PER QTR.	PAYOUT
ROOKIE	12	\$10
INTERMEDIATE	40	\$15
MASTER	60	\$20

### ROADIAN MTX



LEVEL	UNITS PER QTR.	PAYOUT
ROOKIE	12	\$3
INTERMEDIATE	40	\$3
MASTER	60	\$3

### ROADIAN ATX

REACH OUT TO [MTXGARAGE@NEXENTIREUSA.COM](mailto:MTXGARAGE@NEXENTIREUSA.COM) TO SIGN UP

\* THE NEXEN OFF-ROAD GARAGE PROGRAM CANNOT BE COMBINED WITH NEXT LEVEL.



# MORE DEALER RESOURCES



## NEXEN NETWORK CUSTOMIZED IN-STORE TV ENTERTAINMENT

Showcase store promotions, Nexen products, and engaging viral content. Plus live TV and sports!



## NEXEN APP DRIVING SALES FOR OUR NEXT LEVEL DEALERS

## NEXENACE ACCELERATED CERTIFICATION & EDUCATION

EARN POINTS.  
ENTER SWEEPSTAKES.  
ORDER MERCHANDISE.  
REQUEST POP  
MATERIALS, TOO.

**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.



ASSOCIATE DEALER  
PROGRAM

**NEXENTIRENEXTLEVEL.COM**







**NEXEN** **NEXEN TIRE**  
we got you

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