



# NEXT LEVEL

ASSOCIATE DEALER PROGRAM

**NEXEN** NEXEN TIRE



# WHY NEXEN?

## A GROWING LIST OF OE PARTNERS

Globally recognized for excellence, Nexen Tire is the Original Equipment choice for top manufacturers, including Hyundai, Chrysler, Fiat, Kia, Mitsubishi, Ram Trucks, and Volkswagen.

This worldwide trust highlights Nexen's dedication to quality, safety, and performance. By offering Nexen tires, you align your shop with a brand relied upon by industry leaders and confident drivers alike. Choose Nexen and deliver globally proven quality to your customers.



**BEST QUALITY  
ASSURANCE  
IN THE INDUSTRY.**

**NO USA RECALLS EVER**

SINCE 2000, NEXEN TIRE HAS PRODUCED OVER

**550,000,000**

TIRES WITH ABSOLUTELY ZERO RECALLS IN THE USA

# TOP 10

## IN ALL TIRE CATEGORIES

In an independent third-party study, Nexen Tire earned recognition for ranking among the top 10 across multiple tire categories.

### ALL TERRAIN TRUCK

**TOP 6**

**ROADIAN ATX**

All Terrain

### WINTER/SNOW

**TOP 3**

**WINGUARD Sport 2**

Performance Studless Winter

**TOP 4**

**WINGUARD winSpike 3**

Studdable Winter

### ALL SEASON TIRES

**TOP 3**

**Aria AH7**

Premium Standard Touring  
All Season

### SUMMER TIRES

**TOP 3**

**N FERA SU1**

Ultra High Performance Summer





INTRODUCING NEXEN'S NEW LOYALTY PROGRAM

NEXT LEVEL LAUNCH



Earn rewards from the very FIRST UNIT.

1-49 units

\$1 PER TIRE

50-99 units

\$2 PER TIRE

INTRODUCTORY PERIOD

A special one-year introductory period allows dealers to start earning without meeting standard tier requirements.

PATH TO FULL QUALIFICATION

By the end of the introductory year, dealers must meet a true tier to continue earning and participating in the program.

OPPORTUNITY TO TRUE UP

You can “True Up” throughout the year! If you meet your tier qualifications by year-end, you’ll receive full payouts for earlier quarters—even if you didn’t qualify during those quarters.

BONUS BREAKDOWN

EVERY SINGLE QUALIFIED NEXEN TIRE PURCHASE 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.

OPPORTUNITY FOR ANNUAL TRUE UP

You can “True Up” throughout the year! If you meet your tier qualifications by year-end, you’ll receive full payouts for earlier quarters—even if you didn’t qualify during those quarters.

DEALER A	DEALER B	DEALER C
ENROLLED PRIOR TO START OF PROGRAM YEAR	ENROLLED IN MARCH OF PROGRAM YEAR	ENROLLED IN MARCH OF PROGRAM YEAR
<div>Q1 50 NO VOLUME BONUS PAYOUT</div> <div>Q2 150 TIER 1 PAYOUT @ \$6/\$4</div> <div>Q3 50 NO VOLUME BONUS PAYOUT</div> <div>Q4 250 TIER 2 PAYOUT @ \$7/\$5</div> <div>YEAR TOTAL 500</div> <div>ANNUAL TRUE UP TIER 1 BONUS PAYOUT FOR Q1 &amp; Q3</div>	<div>Q1 50 NO VOLUME BONUS PAYOUT</div> <div>Q2 125 TIER 1 PAYOUT @ \$6/\$4</div> <div>Q3 125 TIER 1 PAYOUT @ \$6/\$4</div> <div>Q4 100 TIER 1 PAYOUT @ \$6/\$4</div> <div>YEAR TOTAL 400</div> <div>ANNUAL TRUE UP TIER 1 BONUS PAYOUT FOR Q1</div>	<div>Q1 50 NO VOLUME BONUS PAYOUT</div> <div>Q2 125 TIER 1 PAYOUT @ \$6/\$4</div> <div>Q3 120 TIER 1 PAYOUT @ \$6/\$4</div> <div>Q4 100 TIER 1 PAYOUT @ \$6/\$4</div> <div>YEAR TOTAL 395</div> <div>ANNUAL TRUE UP DID NOT REACH TIER 1 LEVEL NO BONUS PAYOUT</div>

Launch payouts are not applicable to exclusive distributor patterns. See your Nexen Tire Sales representative for further details.





# BASE PAYOUTS

TIRE LINEUP

\$2

ON ALL ELIGIBLE  
WINTER TIRE PRODUCTS

\$4

## PASSENGER

N'BLUE  
4 SEASON 2



ARIA  
AH7



N'PRIZ  
AH8



N'PRIZ  
AH5



## CUV/SUV/LIGHT TRUCK

ROADIAN  
GTx



ROADIAN  
HP



ROADIAN  
CT8 HL



\$6

## ULTRA HIGH PERFORMANCE

N'FERA  
SU1



N'FERA  
AU7



ROADIAN  
ATX



ROADIAN  
HTX 2



\$10

## MUD TERRAIN

ROADIAN MTx





# DEALER RESOURCES

## DEALER DASHBOARD

With our Next Level Associate Dealer Program, we make selling Nexen tires as profitable as possible. That's why we provide the necessary tools and reports to help you track your goals and maximize your efforts. After all, as our partner, we want to help you take advantage of every incentive while you grow your business.



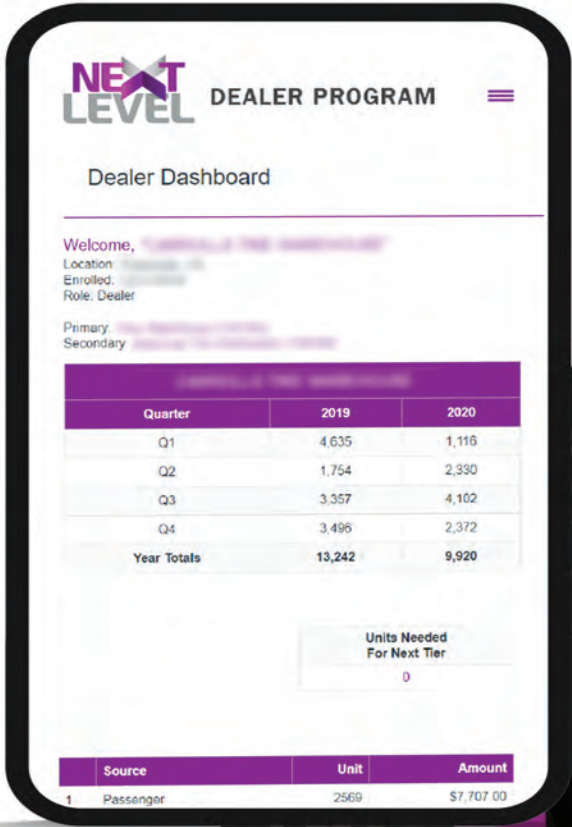
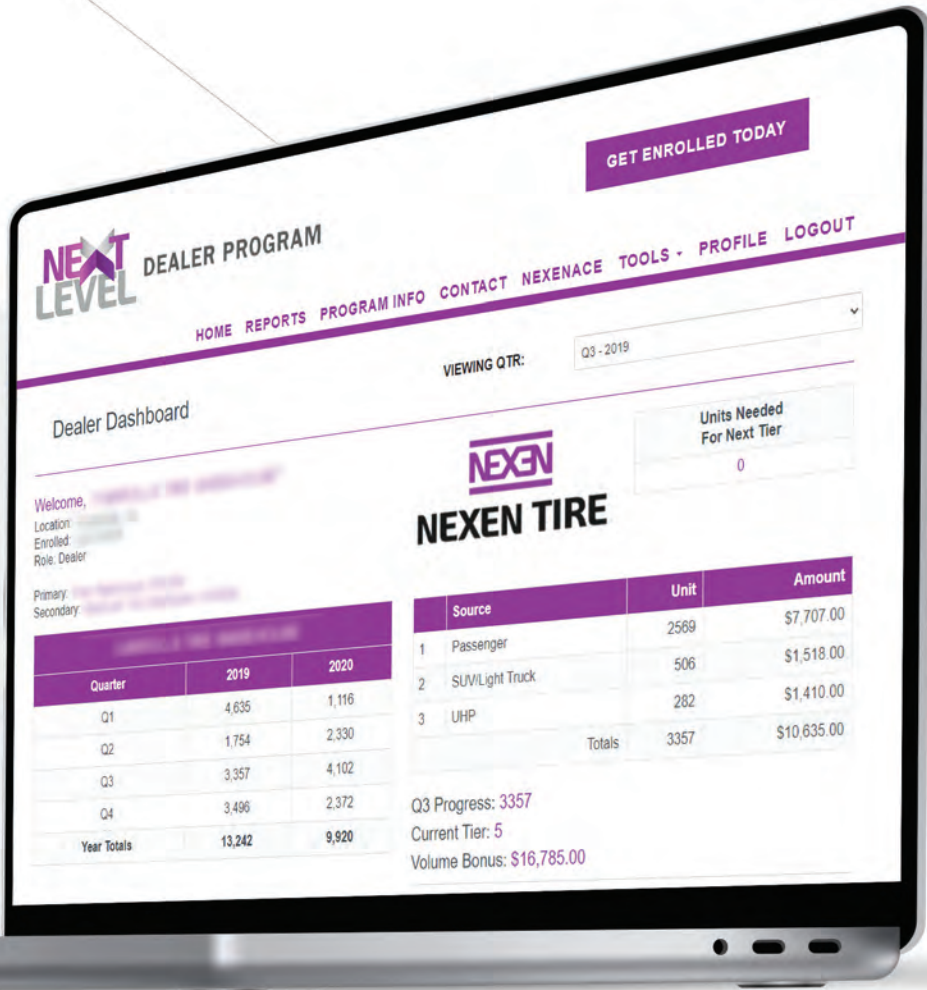
## TIRES PURCHASED

On the Next level site, you can easily review a breakdown of your tire purchases by quarter, year, and category. This makes it simple to adjust your efforts to make the most of your payouts.



## NEXT LEVEL PROGRAM PAYOUTS

Want to know how much you're earning? We track and combine the standard tire payouts and quarterly volume bonuses so you can sit back and watch your total Next Level Program payout stack up!





# DEALER RESOURCES

## NEXEN NETWORK

### CUSTOMIZED IN-STORE TV ENTERTAINMENT

- Showcase store promotions, Nexen products, and engaging viral content, plus live TV and sports
- Customized waiting room entertainment content with Nexen Network



SCAN & CHECK OUT ALL THE GARAGE HAS TO OFFER

## NEXENTIREGARAGE.COM

### YOUR ALL-INCLUSIVE RESOURCE CENTER

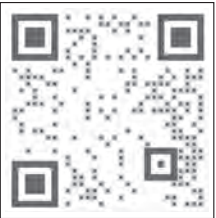
- A single portal where dealers can access all the tools/resources they need to build their business
- NEXT LEVEL account access
- NEXT LEVEL promotions
- Tire Training on NEXEN ACE
- Quick access to resources, and more

## NEXENTIREUSA.COM & NEXEN APP

### 24/7 SHOP ASSISTANCE

- Our website makes it easy to find a dealer, find a tire, or get information on Nexen products

### + Plus, an all-new revamped Resources Page



Access to marketing materials, branding, Nexen Tire logos, and tire assets are easily available



## NEXENACE.COM

### ONLINE TIRE TRAINING AND EDUCATION

- Earn Points
- Enter Sweepstakes
- Order Merchandise



## POINT-OF-SALE MATERIALS & MERCH

Contact your Nexen Field Marketing Manager for further information.







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**NEXEN** NEXEN TIRE

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