

KENDA *TRACTION*

ASSOCIATE DEALER PROGRAM



WELCOME TO THE KENDA TRACTION DEALER INCENTIVE PROGRAM.

On the road, on the trail or on the track, drivers can count on Kenda quality. Kenda tires are engineered for performance across a wide range of terrains and have a great selection to meet your customers needs. 2025 brings even more rewards for Kenda dealers with higher per-unit payouts and an additional earning tier with potential to earn thousands in Kenda Traction Rewards!

Visit kendattraction.rewardsloyalty.com, click on "Create an account" to register today. Once approved, you'll be directed to complete your registration and on your way to big rewards!

SEE THE REWARDS!

Kenda Traction Payout Chart	Tier 1	Tier 2	Tier 3	Tier 4
Minimum Quarterly PCR Unit Purchases	60	150	400	800
Minimum Annual PCR Unit Purchases	240	600	1600	3200
Traction Dollars Payout Per Unit	\$1	\$2	\$3	\$4
KLEVER/ VEZDA BONUS**	N/A	\$2	\$2	\$2
Total Per Unit Payout Opportunity	\$1	\$4	\$5	\$6
PAYOUT POTENTIAL	\$240+	\$2,400+	\$8,000+	\$19,200+

*Eligible PCR unit lines include Kenetica, KLEVER and VEZDA **Bonus payable on KLEVER and VEZDA units only. Max Payout Opportunity includes KLEVER/VEZDA bonus. Payouts are in U.S. Dollars; Canadian Dealers will receive the Canadian equivalent.

PROGRAM DETAILS:

- Welcome kit
- Secondary Distributor option for 10% of purchases
- Annual true-up
- Dealer dashboard for easy progress tracking
- Placement on Kenda's Dealer Locator
- Mobile access
- E-Learning online training, *coming soon*

NEW! Beginning January 1, 2025: Earn an additional \$1/tire on LoadStar KR53 trailer tires and an additional \$2/tire on select ATV and UTV tires*

* NOTE: Minimum Tier 1 PCR level must be achieved to be eligible each quarter. See program Terms and Conditions for a complete list of eligible lines. Trailer and ATV/UTV tires do NOT count towards PCR Tier rate

KLEVER TIRE RANGE | CUV, SUV, LIGHT TRUCK

Kenda's KLEVER line up is more robust than ever with the addition of 3 new tires to meet an even greater variety of terrains and customer needs. From your overlanding customers looking for maximum traction F rated 37s to

your daily commuter looking for better fuel economy and extended wear, the KLEVER family has a tire for your light truck and SUV customers. To learn more about the KLEVER line up, visit kendatire.com



KLEVER S/T
KR52



KLEVER HT 4S
KR620



KLEVER A/T Trail
KR615A



KLEVER A/T2
KR628



KLEVER R/T
KR601



KLEVER M/T2
KR629

VEZDA TIRE RANGE | PASSENGER CAR, CUV

VEZDA adds even more performance to the line with the UHP Max+. Race ready and DOT approved so your customers can drive home on the same tires they raced on over the weekend. In addition to race performance, the VEZDA line also has your comfort-minded touring and luxury customers covered with high mileage, all-season tires ready to go the distance regardless of what mother nature brings to the table. To learn more about the VEZDA line, visit kendatire.com



**VEZDA UHP Max+ Summer/
VEZDA UHP Summer** | KR20A



VEZDA UHP A/S
KR400



VEZDA Touring 4S
KR211



VEZDA Touring A/S
KR205

KENETICA TIRES



KENETICA Touring A/S
KR217

NEW

ELIGIBLE ATV AND UTV TIRES

NEW for 2025, select ATV and UTV tires now qualify for the traction program!



NEW TERRA TRAC | K502



KLEVER X/T | K3204R



BEAR CLAW | K299



BEAR CLAW HTR | K587



HAVOK | K3210F/K3211



SCORPION | K290



EXECUTIONER | K538

ELIGIBLE TRAILER TIRE

NEW for 2025, the LoadStar KR53 now qualifies for the traction program!



KR53 | TRAILER

SUPPORT

For questions, please contact our dedicated customer service team at program headquarters:

ph: 833-611-5674
email: kendatraction@rewardsloyalty.com

