## **EXTEND YOUR JOURNEY**

The Roadian GTX comes with Nexen Tire's comprehensive warranty coverage, which goes above and beyond those offered by comparable competitors.



#### 70,000 MILE TREAD WEAR

WARRANTY



#### **ROAD HAZARD**

PROTECTION FOR 1 YEAR OR 2/32NDS" OF WEAR



7 9 9

# **36 MONTHS**

OF ROADSIDE **ASSISTANCE** 





## **FREE TRIAL**

45 DAYS OR 500 MILES

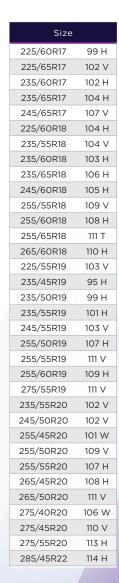
# THE IDEAL COMPLEMENT

#### **CROSSOVERS**

Toyota RAV4, Honda CR-V, Nissan Rogue, and more

#### MID-SIZE SUVS

Honda Pilot, Hyundai Santa Fe, Toyota Highlander, BMW X5, and more





A BETTER RIDE

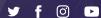
#### **NEXEN TIRE AMERICA INC.**

Corporate Headquarters 21073 Pathfinder Rd., Ste. 100 Diamond Bar, CA 91765

**T:** (909) 923-4011

**F:** (909) 923-3991

E: info@nexentireusa.com NexenTireUSA.com







# MEETING THE MARKET

Crossovers and SUVs are more popular than ever, and their segment of the market is only increasing. Drivers count on their versatility and dependability, from cross-country road trips to trips to the store. The Nexen Roadian GTX touring tire meets this need and exceeds expectations. Drivers want a long tread life. They want all-season traction. They want the best mileage and a comfortable ride. On every count, the new Roadian GTX delivers.

### MARKET RESEARCH

Out of 999 respondents, 39.9% felt that mileage/ life of tire was the most important feature to them.

MILEAGE/LIFE OF TIRE 39.9%

**TRACTION 27.6%** 

**RIDE COMFORT 14.6%** 

**FUEL EFFICIENCY** 12.0%

**PHYSICAL APPEARANCE** 5.9%

#### A GROWING MARKET

Crossovers and SUVs are the fastest-growing vehicle segment.

ALMOST **1/3** OF NEW MODELS FOR 2017-2020 ARE CROSSOVERS.

THE ROADIAN GTX
COVERS OVER 90% OF SMALL
CROSSOVER TO MID-SIZED SUV MODELS.



#### NO SACRIFICE ON COMFORT

Drivers value a smooth ride, so computer simulations were used to create optimized block designs and sequences that reduce noise and increase comfort.



# EXCEED YOUR MPG EXPECTATIONS

With a design that helps Crossovers and SUVs get more mileage from every gallon, the Roadian GTX is made for drivers who want to cut fuel costs and fuel emissions.



#### **LIGHT SNOW? NO PROBLEM**

The Roadian GTX uses additional sipes, an optimized profile, and new compound technology to ensure upgraded traction in light snow conditions, which makes it a well-rounded all-season option.



#### **WEAR LIFE FOR YOUR LIFE**

Drivers place long tread life at the top of their tire wish list. And with the new Roadian GTX, that wish comes true. Its long wear life makes it a great fit for on-the-go drivers who want a tire they can depend on for years to come.

