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 2 YEARS OR 3/32" OF WEAR



36 MONTHS

OF ROADSIDE **ASSISTANCE**



FREE TRIAL

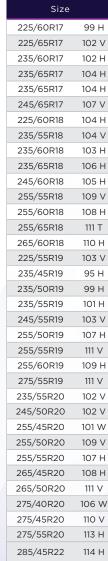
45 DAYS OR 500 MILES

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





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CROSSOVER TO A BETTER RIDE

ROADIAN GTX

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.

90% 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.

