

## 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

Size	
225/60R17	99 H
225/65R17	102 V
235/60R17	102 H
235/65R17	104 H
235/65R17	104 H
245/65R17	107 V
225/60R18	104 H
235/55R18	104 V
235/60R18	103 H
235/65R18	106 H
245/60R18	105 H
255/55R18	109 V
255/60R18	108 H
255/65R18	111 T
265/60R18	110 H
225/55R19	103 V
235/45R19	95 H
235/50R19	99 H
235/55R19	101 H
245/55R19	103 V
255/50R19	107 H
255/55R19	111 V
255/60R19	109 H
275/55R19	111 V
235/55R20	102 V
245/50R20	102 V
255/45R20	101 W
255/50R20	109 V
255/55R20	107 H
265/45R20	108 H
265/50R20	111 V
275/40R20	106 W
275/45R20	110 V
275/55R20	113 H
285/45R22	114 H

**17"-22"**

RIM SIZE

**H, T, V & W**

SPEED RATING

**NEXEN**

**NEXEN TIRE**



### 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](mailto:info@nexentireusa.com)

[NexenTireUSA.com](http://NexenTireUSA.com)



THE ALL NEW, ALL SEASON  
TIRE FOR CUVS & SUVs

**ROADIAN GTX**

**CROSSOVER TO  
A BETTER RIDE**

# 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%**

0% 10% 20% 30% 40%



## A GROWING MARKET

Crossovers and SUVs are the fastest-growing vehicle segment.

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

**1/3**

**90%** THE ROADIAN GTX COVERS **OVER 90%** OF SMALL CROSOVER 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 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.

