



ASSOCIATE DEALER PROGRAM



NEXEN TIRE

we got you

WHY NEXEN?

GROWING LIST OF OE PARTNERS

Nexen is one of a handful of manufacturers approved for OE fitments worldwide. Rigorous quality and performance testing have earned the trust of automakers whose customers have high expectations when purchasing a vehicle. Nexen's North American partners include Hyundai, Chrysler, Fiat, Kia, Mitsubishi, Ram Trucks, Volkswagen, and many more around the world.



Jeep



NO USA RECALLS **EVER**

BEST QUALITY ASSURANCE IN THE INDUSTRY

Since 2000, Nexen Tire has produced over

550,000,000

(over 1/2 billion tires) with absolutely **ZERO** recalls in the USA

TOP 10

IN ALL TIRE CATEGORIES

In a third-party independent study, Nexen Tire earned the right to say we have tires that placed in the top 10 tire categories.



TOP 3

ALL TERRAIN TRUCK

ROADIAN AT PRO RA8

All Terrain



TOP 3

ALL SEASON TIRES

Aria AH7

Premium Standard Touring
All Season

TOP 8

ALL SEASON TIRES

N5000 platinum

Grand Touring All Season

TOP 10

ALL SEASON TRUCK

ROADIAN HTX RH5

Highway Terrain



TOP 2

WINTER/SNOW

WINGUARD winSpike wS62

CUV/SUV Studdable Winter

TOP 3

WINTER/SNOW

WINGUARD Sport2

Performance Studless Winter

TOP 7

WINTER/SNOW

WINGUARD winSpike

Studdable Winter

TOP 8

WINTER/SNOW

WINGUARD ice Plus

Studless Nordic Winter



TOP 3

SUMMER TIRES

N'FERA sui

Ultra High Performance Summer

► HOW IT WORKS

REWARD YOURSELF

NEXEN REACH PROGRAM

Introducing the Nexen Reach Program. This new feature of the Next Level program allows newly signed dealers to reach Tier 1 payouts at 50 units! To qualify, new dealers must purchase 50 units in both of their first two quarters to get the Tier 1 pattern payouts. In the third quarter and beyond, standard structure will resume with Tier 1 beginning at 100 units. Subsequent quarters will resume the standard structure with Tier 1 beginning at 100 units.

QUARTERLY VOLUME BONUS

This is where the dollars really start to add up. The more tires that are purchased, the larger the rewards are back to the dealer. If a dealer qualifies for the Next Level base payout by purchasing 100 units per quarter, then they automatically receive the first tier of volume bonus as well. As the volume purchased gets larger, so do the bonus amounts. Every single qualified Nexen tire purchased 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.

ANNUAL TRUE UP

Dealers have the opportunity to earn rewards on previous quarters where they did not meet the minimum 100-unit requirement. Examples below:

DEALER A

ENROLLED PRIOR TO START
OF PROGRAM YEAR

Q1 ■ 50
NO VOLUME BONUS PAYOUT

Q2 ■ 150
TIER 1 PAYOUT @ \$6/\$4

Q3 ■ 50
NO VOLUME BONUS PAYOUT

Q4 ■ 250
TIER 2 PAYOUT @ \$7/\$5

YEAR TOTAL 500

ANNUAL TRUE UP
TIER 1 BONUS PAYOUT
FOR Q1 & Q3

DEALER B

ENROLLED IN MARCH
OF PROGRAM YEAR

Q1 ■ 50
NO VOLUME BONUS PAYOUT

Q2 ■ 125
TIER 1 PAYOUT @ \$6/\$4

Q3 ■ 125
TIER 1 PAYOUT @ \$6/\$4

Q4 ■ 100
TIER 1 PAYOUT @ \$6/\$4

YEAR TOTAL 400

ANNUAL TRUE UP
TIER 1 BONUS PAYOUT
FOR Q1

DEALER C

ENROLLED IN MARCH
OF PROGRAM YEAR

Q1 ■ 50
NO VOLUME BONUS PAYOUT

Q2 ■ 125
TIER 1 PAYOUT @ \$6/\$4

Q3 ■ 120
TIER 1 PAYOUT @ \$6/\$4

Q4 ■ 100
TIER 1 PAYOUT @ \$6/\$4

YEAR TOTAL 395

ANNUAL TRUE UP
DID NOT REACH TIER 1 LEVEL
NO BONUS PAYOUT


DEALER DASHBOARD

REAL LIFE RESULTS – ACTUAL DEALER REPORTS SHOWN

Nexen Tire values every loyal business partner and wants to help you grow your business while taking advantage of every incentive. The goal of the Next Level Associate Dealer Program is to make selling Nexen tires as profitable as possible and to provide you with the necessary tools to maximize these efforts. Each Next Level participant has access to reports through Nexen Tire's Dealer Portal. These reports will help you track your quarterly and yearly goals.

TIRES PURCHASED

Each dealer has a breakdown of their tire purchases by quarter, year, and tire category. Refer to your homepage on the Next Level site to review trends and maximize your quarterly and yearly Next Level payouts (see image below):


DEALER PROGRAM

GET ENROLLED TODAY

HOME REPORTS PROGRAM INFO CONTACT NEXENACE TOOLS - PROFILE LOGOUT

Dealer Dashboard


VIEWING QTR: Q3 - 2019

Welcome, **CARROLLA TIRE ENTERPRISES**

Location: **MISSOURI**

Enrolled: **2019**

Role: Dealer



Units Needed For Next Tier

0

Primary: **CARROLLA TIRE ENTERPRISES**

Secondary: **CARROLLA TIRE ENTERPRISES**

Quarter	2019	2020
Q1	4,635	1,116
Q2	1,754	2,330
Q3	3,357	4,102
Q4	3,496	2,372
Year Totals	13,242	9,920

	Source	Unit	Amount
1	Passenger	2569	\$7,707.00
2	SUV/Light Truck	506	\$1,518.00
3	UHP	282	\$1,410.00
	Totals	3357	\$10,635.00

Q3 Progress: **3357**

Current Tier: **5**

Volume Bonus: **\$16,785.00**


Current Payout: **\$27,420.00**

QUARTERLY VOLUME BONUS (QTV)

It's simple! The more you sell, the more bonus cash you earn. Nexen Tire pays out bonus cash on top of standard Next Level Program payouts for each tire. Bonus cash is determined by your volume bonus tier per quarter with the maximum bonus payouts reaching \$5 (per tire). Refer to your dashboard on the Next Level site to see your active tier, payout bonus totals, and the sales requirements to reach the next tier.

NEXT LEVEL PROGRAM PAYOUTS

Want to know how much money Nexen Tire is sending you? We got you covered... Nexen Tire tracks standard tire payouts and quarterly volume bonuses, combining them for your total Next Level Program payouts. See what you are earning per quarter and watch the cash pile up.



Units Needed For Next Tier

0

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Minimum of 100 tires to be eligible for each QTR.

PAYOUT TIRE LINEUP

BASE PAYOUTS

The Nexen Next Level Associate Dealer Program makes it easy for dealers to earn rewards when buying Nexen branded tires. Instead of multi-tiered programs where volume forecasts or commitments are required to earn at higher tiers, the Next Level Program pays out every dealer the same base cash back.*

\$2*

WINTER
ON ALL ELIGIBLE WINTER TIRE PRODUCTS

\$3*

ROADIAN
GTx



ROADIAN
HP



N'PRIZ
RH7



ROADIAN
CT8 HL



CUV/SUV/LIGHT TRUCK

ARIA
AH7



N'PRIZ
AH5



N5000
PLATINUM



N'PRIZ
AH8



PASSENGER

* + QVB AT 100 UNITS FOR THE QUARTER

PAYOUT TIRE LINEUP ◀

\$5*

**N'FERA
SU1**



**N'FERA
AU7**



**N'FERA
RU5**



ULTRA HIGH PERFORMANCE

**ROADIAN
MT**



**ROADIAN
MTX**



MUD TERRAIN

**ROADIAN
ATX**



**ROADIAN
HTX 2**



CUV/SUV/LIGHT TRUCK



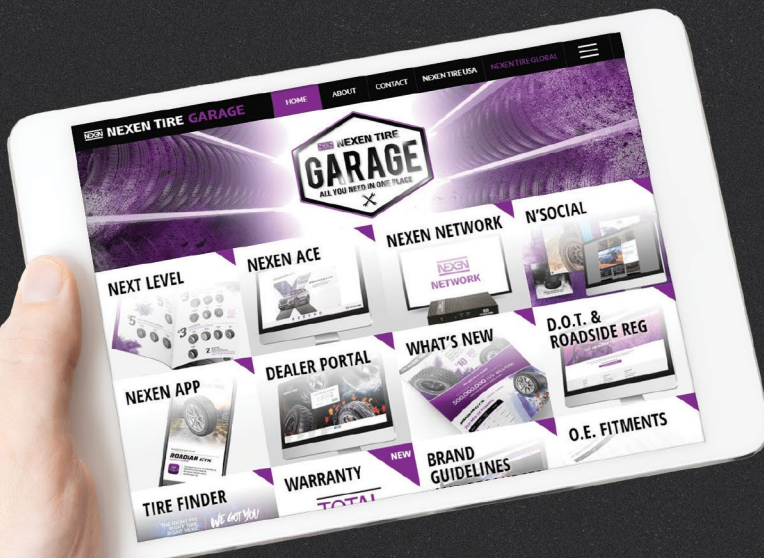
+ QVB AT 100 UNITS FOR THE QUARTER



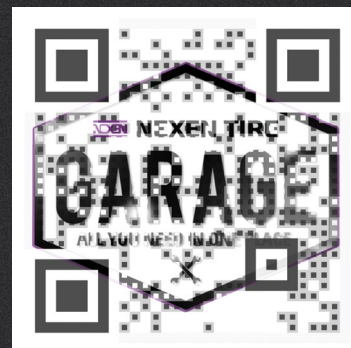
ONE WEBSITE. EVERY TOOL YOU NEED.

THE NEXT TIRE GARAGE is a resource center for existing and new dealers, equipped with all the tools, knowledge, and support needed to help build your business, all in one place.

- NEXT LEVEL ACCOUNT ACCESS
- TIRE TRAINING WITH NEXEN ACE
- SOCIAL MEDIA ASSETS AVAILABLE THROUGH N'SOCIAL
- CUSTOMIZED WAITING ROOM ENTERTAINMENT CONTENT WITH NEXEN NETWORK
- QUICK ACCESS TO RESOURCES AND MORE!



CHECK OUT THE
GARAGE AND ALL
THAT IT STORES.



**CHECK OUT NEXEN'S NEW
ALTERNATIVE PROGRAM, SIMILAR
TO NEXT LEVEL FOR OFF-ROAD
SPECIALTY SHOPS AND DEALERS.**

**EARN EVEN MORE AT HIGHER LEVELS
ON THESE SPECIFIC TIRES!**

OFF-ROAD GARAGE



LEVEL	UNITS PER QTR.	PAYOUT
ROOKIE	12	\$10
INTERMEDIATE	40	\$15
MASTER	60	\$20

ROADIAN MTX

LEVEL	UNITS PER QTR.	PAYOUT
ROOKIE	12	\$3
INTERMEDIATE	40	\$3
MASTER	60	\$3

ROADIAN ATX

**REACH OUT TO
MTXGARAGE@NEXENTIREUSA.COM
TO SIGN UP**

* THE NEXEN OFF-ROAD GARAGE PROGRAM
CANNOT BE COMBINED WITH NEXT LEVEL.

MORE DEALER RESOURCES

STREAMING
TV AND ENTERTAINMENT
STRAIGHT TO YOUR SHOP

NEXEN
NETWORK

UP SHOW

NEXEN NETWORK

CUSTOMIZED IN-STORE TV ENTERTAINMENT

Showcase store promotions, Nexen products, and engaging viral content. Plus live TV and sports!



NEXEN APP

DRIVING SALES FOR OUR NEXT LEVEL DEALERS

NEXEN^{ACE}

ACCELERATED CERTIFICATION & EDUCATION

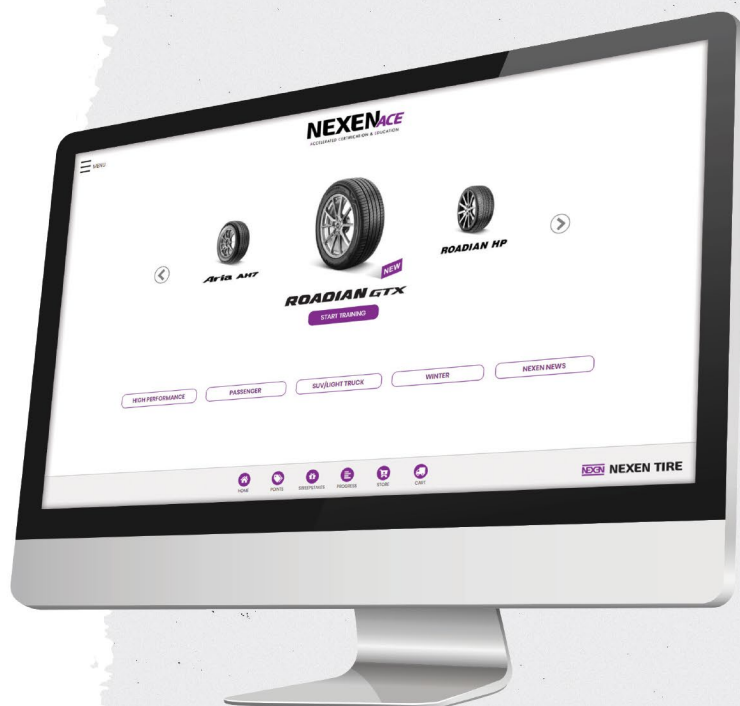
EARN POINTS.

ENTER SWEEPSTAKES.

ORDER MERCHANDISE.

**REQUEST POP
MATERIALS, TOO.**

NEXENACE.COM



NEXENTIREUSA.COM



**ASSOCIATE DEALER
PROGRAM**

NEXENTIRENEXTLEVEL.COM



Our website features a fresh new design that makes it easier than ever to find a dealer, find a tire, or get information on Nexen products.



NEXEN **NEXEN TIRE**
we got you

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