

NEXEN NEXEN TIRE

**NEXT
LEVEL**

ASSOCIATE DEALER PROGRAM



NEXEN TIRE

WHY NEXEN?

A GROWING LIST OF OE PARTNERS

Globally recognized for excellence, Nexen Tire is the Original Equipment choice for top manufacturers, including Hyundai, Chrysler, Fiat, Kia, Mitsubishi, Ram Trucks, and Volkswagen.

This worldwide trust highlights Nexen's dedication to quality, safety, and performance. By offering Nexen tires, you align your shop with a brand relied upon by industry leaders and confident drivers alike. Choose Nexen and deliver globally proven quality to your customers.

APPROVED FOR
PORSCHE



APPROVED FOR
MERCEDES-BENZ



FIAT



Jeep

DODGE



**BEST QUALITY
ASSURANCE
IN THE INDUSTRY.**

NO USA RECALLS EVER

SINCE 2000, NEXEN TIRE HAS PRODUCED OVER

600,000,000

TIRES WITH ABSOLUTELY ZERO RECALLS IN THE USA

TOP 10

IN ALL TIRE CATEGORIES

In an independent third-party study, Nexen Tire earned recognition for ranking among the top 10 across multiple tire categories.

SUMMER

N'FERA Sport

Ultra High Performance

GOOD



GOOD



HIGHLY
RECOMMENDED

GOOD



ALL WEATHER

N'BLUE 4Season 2

All Weather Touring

GREEN TIRE
AWARD



GOOD



WINTER/SNOW

WINGUARD Sport 2

Performance Studless Winter

WINGUARD winSpike3

Studdable Winter



CUV/SUV TOURING

ROADIAN GTX

CUV/SUV Touring

ALL TERRAIN

ROADIAN ATX

All Terrain



HIGHWAY TERRAIN

ROADIAN HTX 2

Highway Terrain



LAUNCH

Earn rewards
from the very
FIRST UNIT.

1-49 units

\$1 PER
TIRE

50-99 units

\$2 PER
TIRE

INTRODUCTORY PERIOD

A special one-year introductory period allows dealers to start earning without meeting standard tier requirements.

PATH TO FULL QUALIFICATION

By the end of the introductory year, dealers must meet a true tier to continue earning and participating in the program.

OPPORTUNITY TO TRUE UP

You can “True Up” throughout the year! If you meet your tier qualifications by year-end, you’ll receive full payouts for earlier quarters—even if you didn’t qualify during those quarters.



BONUS BREAKDOWN

EVERY SINGLE QUALIFIED NEXEN TIRE PURCHASE 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.



OPPORTUNITY FOR ANNUAL TRUE UP

You can “True Up” throughout the year! If you meet your tier qualifications by year-end, you’ll receive full payouts for earlier quarters—even if you didn’t qualify during those quarters.

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 I LEVEL
NO BONUS PAYOUT

Launch payouts are not applicable to exclusive distributor patterns. See your Nexen Tire Sales representative for further details.



BASE PAYOUTS

TIRE LINEUP

\$2

ON ALL ELIGIBLE
WINTER TIRE PRODUCTS

\$4

PASSENGER

**N'BLUE
4 SEASON 2**



**ARIA
AH7**



**N'PRIZ
AH8**



CUV/SUV/LIGHT TRUCK

**N'PRIZ
AH5**



**ROADIAN
GTX**



**ROADIAN
HP**



**ROADIAN
CT8 HL**



\$6

ULTRA HIGH PERFORMANCE

N'FERA
SUI



N'FERA
AU7



CUV/SUV/LIGHT TRUCK

ROADIAN
ATX



ROADIAN
HTX 2



\$8

NEW PATTERNS

N'FERA
SPORT



N'PRIZ
S



\$10

MUD TERRAIN

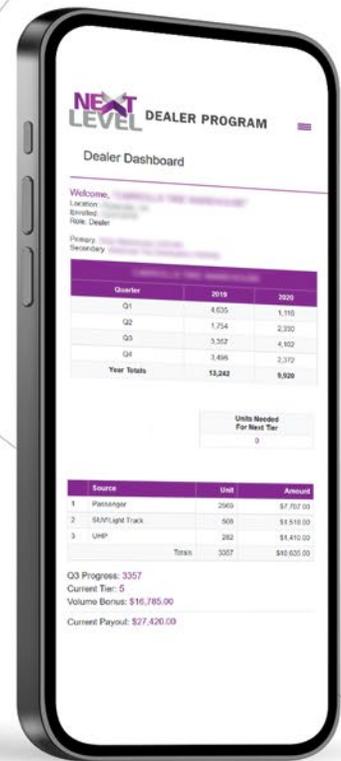
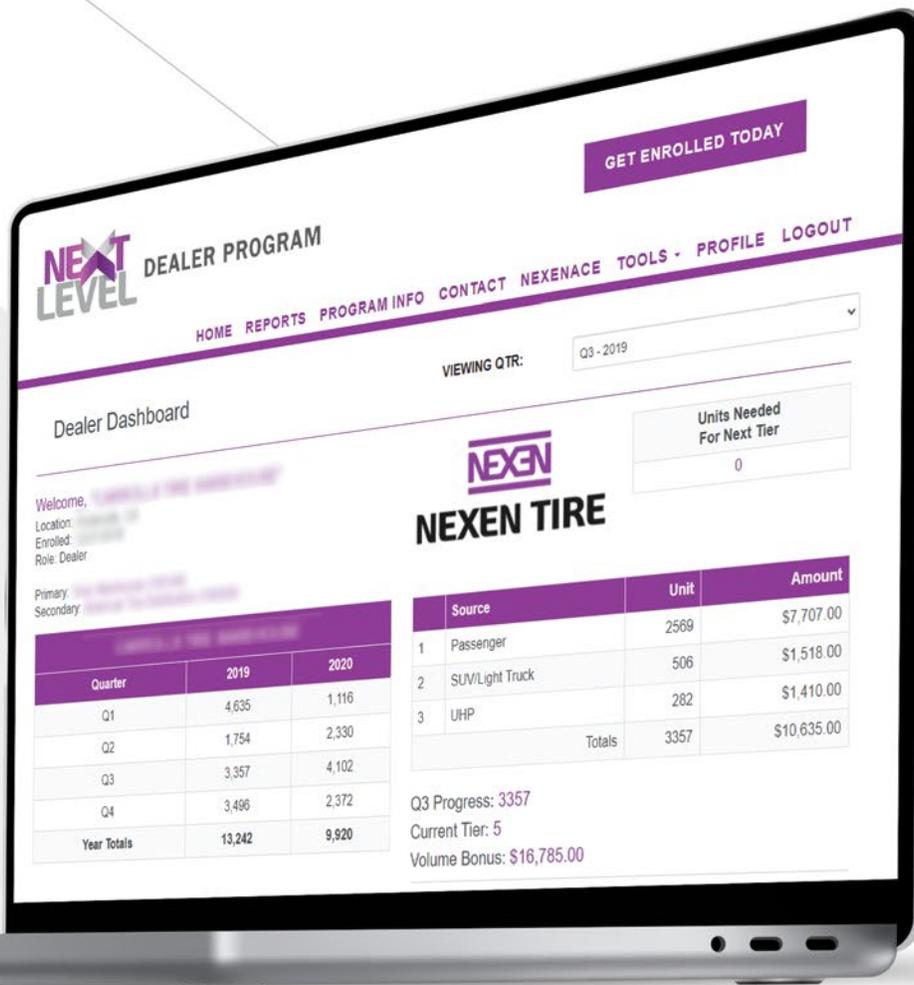
ROADIAN
MTX



DEALER RESOURCES

DEALER DASHBOARD

With our Next Level Associate Dealer Program, we make selling Nexen tires as profitable as possible. That's why we provide the necessary tools and reports to help you track your goals and maximize your efforts. After all, as our partner, we want to help you take advantage of every incentive while you grow your business.





TIRES PURCHASED

On the Next Level site, you can easily review a breakdown of your tire purchases by quarter, year, and category. This makes it simple to adjust your efforts to make the most of your payouts.



NEXT LEVEL PROGRAM PAYOUTS

Want to know how much you're earning? We track and combine the standard tire payouts and quarterly volume bonuses so you can sit back and watch your total Next Level Program payout stack up!

NEXT LEVEL DEALER PROGRAM

Dealer Dashboard

Welcome, [Name]
Location: [Location]
Enrolled: [Date]
Role: Dealer

Primary: [Name]
Secondary: [Name]

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

Units Needed For Next Tier: 0

Source	Unit	Amount
1 Passenger	2569	\$7,707.00



DEALER RESOURCES

NEXEN NETWORK

CUSTOMIZED IN-STORE TV ENTERTAINMENT

- Showcase store promotions, Nexen products, and engaging viral content, plus live TV and sports
- Customized waiting room entertainment content with Nexen Network



NEXEN NEXEN TIRE
GARAGE
ALL YOU NEED IN ONE PLACE



NEXENTIREGARAGE.COM

YOUR ALL-INCLUSIVE RESOURCE CENTER

- A single portal where dealers can access all the tools/resources they need to build their business
- NEXT LEVEL account access
- NEXT LEVEL promotions
- Tire Training on NEXEN ACE
- Quick access to resources, and more



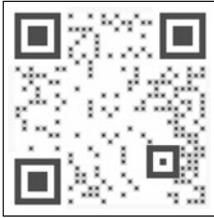
SCAN &
CHECK OUT
ALL THE
GARAGE HAS
TO OFFER

NEXENTIREUSA.COM

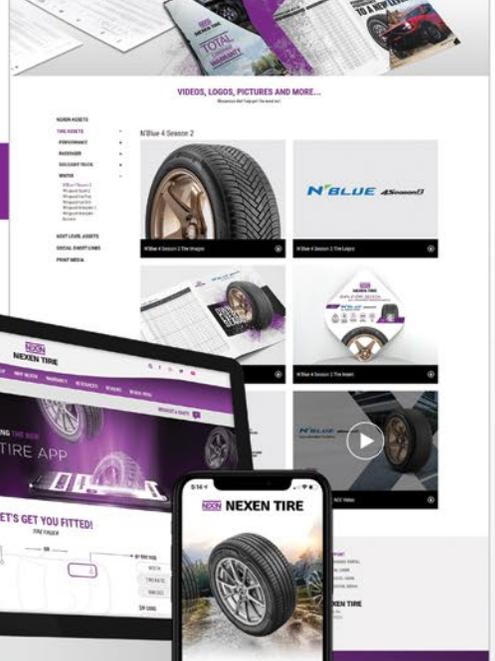
24/7 SHOP ASSISTANCE

- Our website makes it easy to find a dealer, find a tire, or get information on Nexen products

+ Plus, an all-new revamped Resources Page



Access to marketing materials, branding, Nexen Tire logos, and tire assets are easily available



NEXENACE.COM

ONLINE TIRE TRAINING AND EDUCATION

- Earn Points
- Enter Sweepstakes
- Order Merchandise



POINT-OF-SALE MATERIALS & MERCH

Contact your Nexen Tire Sales Representative for further information.





SCAN FOR
A DIGITAL
COPY

NEXT LEVEL

ASSOCIATE DEALER PROGRAM

NEXEN NEXEN TIRE

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