



**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.



## NO RECALLS EVER

Best quality assurance in the business.  
Since 2000, Nexen Tire has produced over

# 550,000,000

tires with absolutely ZERO recalls.

# 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 RAS**  
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 Sport 2**  
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  
**NFERA SU1**  
Ultra High Performance Summer

# 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 their introductory quarter to get the Tier 1 pattern payouts. 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
<b>QUARTERLY UNIT QUALIFIER</b>	100 – 199	200 – 349	350 – 499	500 – 749	750+
<b>PER UNIT</b>	\$1	\$2	\$3	\$4	\$5
<b>ANNUAL TRUE UP UNIT QUALIFIER</b>	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 DASHBOARD** | GET ENROLLED TODAY

HOME | REPORTS | PROGRAM INFO | CONTACT | NEXENACE | TOOLS | PROFILE | LOGOUT

Dealer Dashboard | VIEWING QTR: Q3 - 2019

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

Units Needed For Next Tier: 0

**NEXEN TIRE**

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

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

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.

**NEXEN TIRE**

Units Needed For Next Tier: 0

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Current Tier: 5  
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Current Payout: \$27,420.00

Minimum of 100 tires to be eligible for each QTR.

**\$10**

+ QVB AT 100 UNITS FOR THE QUARTER

**MUD TERRAIN**

**ROADIAN  
MTX**



**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**

+ QVB AT 100 UNITS FOR THE QUARTER

**WINTER**

ON ALL ELIGIBLE WINTER TIRE PRODUCTS

**\$5**

+ QVB AT 100 UNITS FOR THE QUARTER

**ULTRA HIGH PERFORMANCE**

**MUD TERRAIN**

**N'FERA  
SU1**



**N'FERA  
AU7**



**N'FERA  
RU5**



**ROADIAN  
MT**



**\$3**

+ QVB AT 100 UNITS FOR THE QUARTER

**CUV/SUV/LIGHT TRUCK**

**ROADIAN  
GTX**



**ROADIAN  
HP**



**ROADIAN\*  
HTX 2**



**ROADIAN  
HTX RH5**



**ROADIAN\*  
ATX**



**ROADIAN  
AT PRO RA8**



**N'PRIZ  
RH7**



**ROADIAN  
CT8 HL**



\* Q2 2022 Availability

**PASSENGER**

**ARIA  
AH7**



**N'PRIZ  
AH5**



**N5000  
PLATINUM**



**N'PRIZ  
AH8**



# RESOURCES

FOR OUR DEALERS!



*ONE WEBSITE. EVERY TOOL YOU NEED.*

**THE NEXEN 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.**



# MORE DEALER RESOURCES

STREAMING TV AND ENTERTAINMENT STRAIGHT TO YOUR SHOP



## NEXEN NETWORK CUSTOMIZED IN-STORE TV ENTERTAINMENT

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

## NEXENACE

ACCELERATED CERTIFICATION & EDUCATION

EARN POINTS.  
ENTER SWEEPSTAKES.  
ORDER MERCHANDISE.  
REQUEST POP MATERIALS, TOO.



[NEXENACE.COM](http://NEXENACE.COM)

## N'SOCIAL

N'Social is a FREE online platform for Nexen Tire to provide dealers with unique, diverse, engaging, and customizable social media content.



## NEXENTIREUSA.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.



ASSOCIATE DEALER PROGRAM  
[NexenTireNextLevel.com](http://NexenTireNextLevel.com)



The logo features the word "NEXEN" in a purple, bold, sans-serif font with a horizontal line through it. To its right, "TIRE" is written in a larger, bold, black, sans-serif font. Below "TIRE" is the tagline "we got you" in a smaller, lowercase, black, sans-serif font.

**NEXEN** **NEXEN TIRE**  
we got you

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