



NEXEN
NEXEN TIRE



2021 ASSOCIATE DEALER PROGRAM



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

500,000,000
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 RA8
ALL TERRAIN



TOP 3 ALL SEASON TIRES

Aria AH7
PREMIUM STANDARD
TOURING

TOP 7 ALL SEASON TIRES

N5000 Plus
GRAND TOURING
ALL SEASON

TOP 10 ALL SEASON TRUCK

ROADIAN HTX RH5
HIGHWAY TERRAIN



TOP 6 SUMMER TIRES

NFERA SU1
ULTRA HIGH PERFORMANCE



TOP 2 (2020) WINTER/SNOW

WINGUARD win *Spike* WS62
CUV/SUV
STUDDABLE WINTER

TOP 7 WINTER/SNOW

WINGUARD win *Spike*
STUDDABLE WINTER

TOP 3 WINTER/SNOW

WINGUARD *Sport 2*
PERFORMANCE
STUDLESS WINTER

TOP 8 WINTER/SNOW

WINGUARD *ice Plus*
STUDLESS NORDIC WINTER

REWARD YOURSELF ...

NEW 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
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):



GET ENROLLED TODAY


HOME REPORTS PROGRAM INFO CONTACT NEXENACE TOOLS - PROFILE LOGOUT

Dealer Dashboard

VIEWING QTR: Q3 - 2019

Welcome, **[REDACTED]**
 Location: **[REDACTED]**
 Enrolled: **[REDACTED]**
 Role: Dealer

Primary: **[REDACTED]**
 Secondary: **[REDACTED]**



Units Needed
For Next Tier

0

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

	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**

Minimum of 100 tires to be eligible for each QTR.

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.*

\$10
NEW

MUD TERRAIN

+ QVB AT 100
UNITS FOR
THE QUARTER

ROADIAN
MTX



\$5

MUD TERRAIN

+ QVB AT 100
UNITS FOR
THE QUARTER

ROADIAN
MT



\$5

ULTRA HIGH PERFORMANCE

+ QVB AT 100 UNITS FOR THE QUARTER

N'FERA
SU1



N'FERA
AU7



N'FERA
RU5



\$3

CUV/SUV/LIGHT TRUCK

+ QVB AT 100 UNITS FOR THE QUARTER

**ROADIAN
GTX**



**ROADIAN
HP**



**ROADIAN
HTX RH5**



**ROADIAN
AT PRO RA8**



**N'PRIZ
RH7**



**ROADIAN
CT8 HL**



*TIRES NOT SHOWN
IN THE CUV/SUV/
LIGHT TRUCK TIRE
CATEGORY INCLUDED
IN THE NEXT
LEVEL PROGRAM:
ROADIAN CT8*

\$3

PASSENGER

+ QVB AT 100 UNITS FOR THE QUARTER

**N5000
PLUS**



**N5000
PLATINUM**



**N'PRIZ
AH8**



**ARIA
AH7**



**N'PRIZ
AH5**



\$2

**WINTER
ON ALL ELIGIBLE
WINTER TIRE PRODUCTS**

+ QVB AT 100 UNITS FOR THE QUARTER

DEALER RESOURCES?

WE GOT YOU

NEXENACE

ACCREDITED CERTIFICATION & EDUCATION PORTAL

Earn your stripes as a Nexen ACE. Our new portal, dedicated to education and certification, will give you the tools to be an expert on everything that is Nexen Tire. Earn points and redeem for great awards like wearables, gift cards, electronics, vacations, and more. Portal is accessible at NexenACE.com.

DEALER RESOURCES



NEW NEXEN TIRE APP

DRIVING SALES FOR OUR NEXT LEVEL DEALERS

DOWNLOAD THE APP TODAY!



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.

NEXEN NEXEN TIRE

Nexen Tire USA Corporate Headquarters
21073 Pathfinder Road, Suite 100 | Diamond Bar, CA 91765
T (909) 923-4011 | F (909) 923-3991 | NexenTireUSA.com