

**NEXT
LEVEL**

ASSOCIATE DEALER PROGRAM



NEXEN **NEXEN TIRE**
we got you



WHY NEXEN?

AUTOMAKERS AROUND THE WORLD TRUST US

Our superior testing standards make us one of the few approved manufacturers worldwide for OE fitments. That's why top automakers with a track record of outstanding customer satisfaction choose us as their OE partner. At Nexen Tire, we take quality to the Next Level.



ZERO USA RECALLS

BEST QUALITY ASSURANCE IN THE INDUSTRY

SINCE 2000, NEXEN TIRE HAS PRODUCED OVER

» **550,000,000**

WITH ABSOLUTELY ZERO RECALLS IN THE USA

(OVER 1/2 BILLION TIRES)



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 6
ALL TERRAIN TRUCK

ROADIAN ATX
All Terrain



TOP 3
ALL SEASON TIRES

Aria AH7
Premium Standard Touring All Season

TOP 6
ALL SEASON TRUCK

ROADIAN HTX2
Highway Terrain

TOP 8
ALL SEASON TIRES

N5000 Platinum
Grand Touring All Season



TOP 3
WINTER/SNOW

WINGUARD Sport 2
Performance Studless Winter

TOP 4
WINTER/SNOW

WINGUARD winSpike3
Studdable Winter



TOP 6
SUMMER TIRES

N'FERA su1
Ultra High Performance Summer

REWARD YOURSELF

NEXEN REACH PROGRAM

The Nexen Reach Program - a feature of the Next Level Dealer Program - allows newly signed dealers to reach Tier 1 payouts quickly! **Here's how it works:**

- 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

We make adding up your dollars easy. Basically, the more tires you purchase, the greater the reward you get.

When you qualify for the Next Level base payout by purchasing 100 units per quarter, then you'll 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 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.

ANNUAL TRUE UP:

Didn't meet the minimum 100-unit requirement? You still have the opportunity to earn rewards on previous quarters. Here are some examples:

DEALER A

ENROLLED PRIOR TO START OF PROGRAM YEAR

Q1 ■ 50
NO VOLUME BONUS PAYOUT

Q2 ■ 150
TIER 1 PAYOUT @ \$6/\$4 + \$1 QVB

Q3 ■ 50
NO VOLUME BONUS PAYOUT

Q4 ■ 250
TIER 2 PAYOUT @ \$6/\$4 + \$2 QVB

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 + \$1 QVB

Q3 ■ 125
TIER 1 PAYOUT @ \$6/\$4 + \$1 QVB

Q4 ■ 100
TIER 1 PAYOUT @ \$6/\$4 + \$1 QVB

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

DEPENDABLE REPORTS TO DRIVE YOUR RESULTS

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. See the image below for an example.



DEALER PROGRAM

[GET ENROLLED TODAY](#)

HOME REPORTS PROGRAM INFO CONTACT NEXENACE TOOLS ▾ PROFILE LOGOUT

Dealer Dashboard VIEWING QTR: Q3 - 2019 ▾

Welcome, [Name] (Click to view profile)

Location: [Address]


Enrolled: [Date]

Role: Dealer

Primary: [Phone]

Secondary: [Phone]

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 (QVB)


The more you sell, the more bonus cash you earn. It's really that simple.

- 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 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!



Units Needed
For Next Tier

0

NEXEN TIRE

	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**



PAYOUT TIRE LINEUP

BASE PAYOUTS

The Nexen Next Level Associate Dealer Program makes it easy for you to earn rewards when buying Nexen tires. Our program pays out every dealer the same base cash back (plus QVB at 100 units for the quarter). It's this straightforward structure that makes it simple for you to consistently reach the Next Level.

- No more frustrating multi-tiered programs.
- No more volume forecast or commitment requirements.
- No more asterisks about reaching higher tiers.

\$2

WINTER ON ALL ELIGIBLE WINTER TIRE PRODUCTS

ROADIAN
GTX



ROADIAN
HP



ROADIAN
CT8 HL



N'BLUE
4SEASON 2



\$4

ARIA
AH7



N'PRIZ
AH5



N'PRIZ
AH8



\$4

**N'FERA
SU1**



**N'FERA
AU7**



» **\$6**

**ROADIAN
ATX**



**ROADIAN
HTX 2**



» **\$6**

**ROADIAN
MTX**



» **\$10**

DEALER RESOURCES

NEXEN NETWORK

CUSTOMIZED IN-STORE TV ENTERTAINMENT

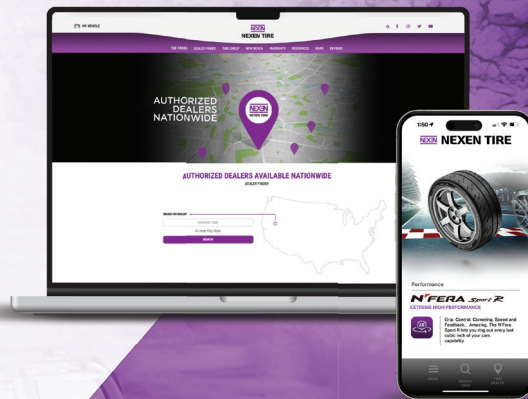
- Showcase store promotions, Nexen products, and engaging viral content. Plus live TV and sports
- Customized waiting room entertainment content with Nexen Network



NEXENTIREUSA.COM & NEXEN APP

24/7 SHOP ASSISTANCE

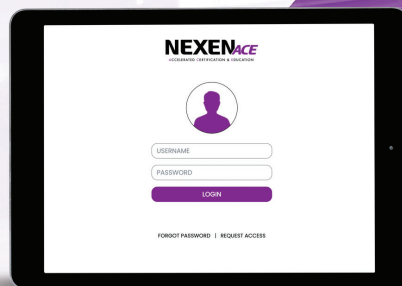
- Our website makes it easy to find a dealer, find a tire, or get information on Nexen products



NEXENACE.COM

ONLINE TIRE TRAINING AND EDUCATION

- Earn Points
- Enter Sweepstakes
- Order Merchandise





POINT-OF-SALE MATERIALS AND MERCH FULL-SHOP STORE ACCESS

- Contact your Nexen Sales or Field Marketing Manager

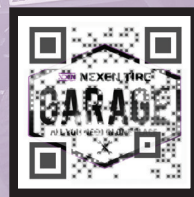


NEXENGARAGE.COM

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
- Tire Training on NEXEN ACE
- Quick access to resources, and more





**NEXT
LEVEL**

NEXEN

NEXEN TIRE

we got you

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NEXENTIREUSA.COM

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