

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.











approved for **PORSCHE**









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.



ALL TERRAIN TRUCK

ROADIAN AT PRO RAS

All Terrain



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 win Spike ws62

CUV/SUV Studdable Winter

TOP 3

WINTER/SNOW

WINGUARD Sport 2

Performance Studless Winter

TOP 7

WINTER/SNOW

WINGUARD win Spike

Studdable Winter

TOP 8

WINTER/SNOW

WINGUARD ice Plus

Studless Nordic Winter



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
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 B DEALER C DEALER A ENROLLED PRIOR TO START ENROLLED IN MARCH ENROLLED IN MARCH OF PROGRAM YEAR OF PROGRAM YEAR OF PROGRAM YEAR **Q1** 50 **Q1** 50 **Q1** 50 NO VOLUME BONUS PAYOUT NO VOLUME BONUS PAYOUT NO VOLUME BONUS PAYOUT 02 150 02 125 0.2 125 TIER 1 PAYOUT @ \$6/\$4 TIER 1 PAYOUT @ \$6/\$4 TIER 1 PAYOUT @ \$6/\$4 03 125 **Q3** 50 **Q3** 120 NO VOLUME BONUS PAYOUT TIER 1 PAYOUT @ \$6/\$4 TIER 1 PAYOUT @ \$6/\$4 **Q4** 100 TIER 2 PAYOUT @ \$7/\$5 TIER 1 PAYOUT @ \$6/\$4 TIER 1 PAYOUT @ \$6/\$4 **YEAR TOTAL** 500 **YEAR TOTAL** 400 **YEAR TOTAL 395 ANNUAL TRUE UP ANNUAL TRUE UP ANNUAL TRUE UP** TIER 1 BONUS PAYOUT TIER 1 BONUS PAYOUT DID NOT REACH TIER 1 LEVEL FOR 01 & 03 FOR 01 NO BONUS PAYOUT

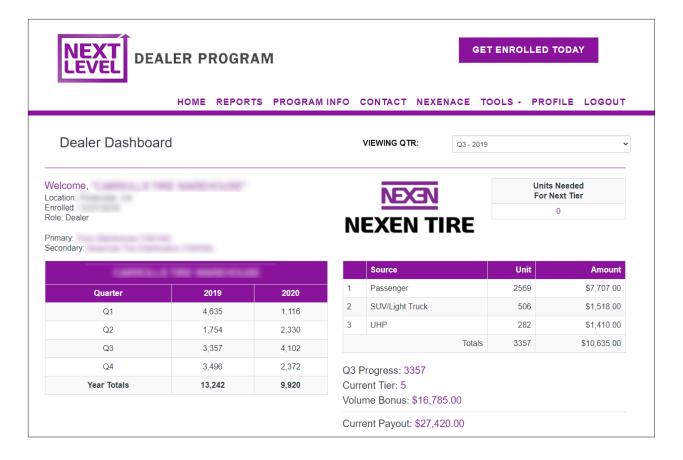
DEALER DASHBOARD

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):

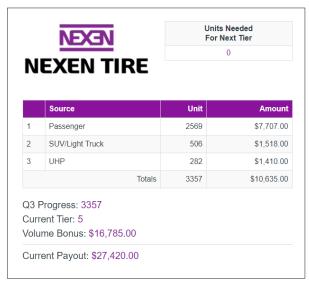


QUARTERLY VOLUME BONUS (QTV)

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.



Minimum of 100 tires to be eligible for each QTR.



PAYOUT TIRE LINEUP

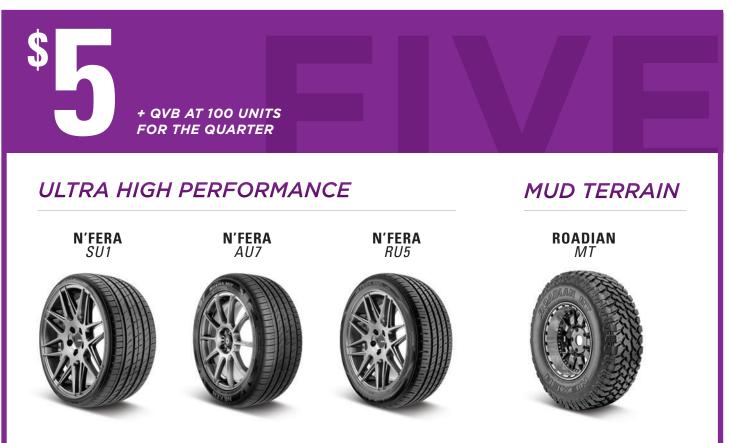
BASE PAYOUTS

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.*

+ QVB AT 100 UNITS FOR THE QUARTER

WINTER

ON ALL ELIGIBLE WINTER TIRE PRODUCTS



+ QVB AT 100 UNITS FOR THE QUARTER

CUV/SUV/LIGHT TRUCK

ROADIAN GTX





ROADIAN HP





ROADIAN*
HTX 2



ROADIAN HTX RH5

ROADIAN* ATX







ROADIAN CT8 HL



* Q2 2022 Availability

PASSENGER

ARIA AH7







N5000 PLATINUM



N'PRIZ





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!

N'SOCIAL

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















EARN POINTS.

ENTER SWEEPSTAKES.

ORDER MERCHANDISE.

REQUEST POP MATERIALS, TOO.





NEXENACE.COM



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



