

KENDA

TRACTION



ASSOCIATE
DEALER
PROGRAM

WELCOME TO KENDA TRACTION

For more than 50 years, the name Kenda has meant high quality tires that offer amazing performance and value. Along the way our loyal dealers have been a huge part of our success. To show how much we value your partnership, we've created a new incentive program designed to reward our most dedicated dealers, like you.



Kenda Traction – Designed for Your Journey.

In this exclusive program, you will earn rewards when you purchase Kenda tires. Each quarter you can earn up to \$2 per tire between your Kenda Traction Black Card and co-op funds. The more tires you buy, the bigger your rewards.

It's easy to get started in the Kenda Traction program. Everything you need to know can be found in this brochure and on the program website at www.kendatraction.com.

You are about to embark on a journey to success with Kenda Traction. Let's go!

HOW IT WORKS

When you purchase 125 or more tires quarterly, you are eligible to earn rewards in the Kenda Traction program. The program is tiered, so the more tires you purchase, the higher your payouts.

Purchases of 125 – 249 tires qualify for Tier 1. Purchases of 250 – 399 tires qualify for Tier 2 and 400 tires or more qualify for Tier 3 and the highest payouts. Once you've reached the threshold of 125 units in a quarter, you will receive payouts of Black Card Rewards and co-op dollars that correspond to the tier you've reached.

Kenda Traction Payout Chart

	Tier 1	Tier 2	Tier 3
Annual Unit Purchases	500	1,000	1,600
Quarterly Unit Purchases	125	250	400
Black Card Rewards	\$.75	\$1.25	\$1.75
Co-op	\$.25	\$.25	\$.25
Total	\$1.00	\$1.50	\$2.00

Purchases are tracked by your distributor so all you have to focus on is how you're going to spend your rewards.

ENROLLING IN KENDA TRACTION

Like everything else with Kenda Traction, enrolling in the program is a snap. Your distributor and Kenda Tires will be notified when you've registered after purchasing 40 units, the minimum purchase amount for enrollment. Once you've been approved, you'll receive a welcome email with your Traction program username and password.

Then, go to the program website at

www.kendatraction.com, login, complete the registration page and you're ready! Once you are eligible for rewards and have earned at least \$93.75*, your Kenda Traction Black Card will be mailed to you. Your co-op points will also be available at this time.

Make sure to keep your profile updated on the program website so we know where to send your Traction Black Card and so you don't miss out on important program information.



*Earned rewards will be available within 30 days of the end of the quarter in which they were received.

Questions? Call Program Headquarters at 1-877-239-7030

TRACTION REWARDS

Purchase tires, earn rewards. It's that simple.

We know your time is valuable so we've made the Traction program easy to use. Each quarter your distributor will calculate your purchases. If you've met the threshold purchase of 125 that quarter, you'll start earning rewards.

Black Card Rewards – Once you've earned the minimum amount of \$93.75, your Kenda Traction Black Card will be issued and your rewards will be available to spend. Your card will be sent to your home address. Each subsequent quarter your rewards will automatically be added to your card.

Co-op Rewards – To make it easy for you to promote and sell Kenda tires, you'll earn co-op rewards that you can spend in the online Kenda store for in-store advertising items such as Kenda bay banners, tire stands, polo shirts and much more. All co-op funds earned in a year will expire on Jan. 31 of the following year, so don't forget to spend them.

Marketing Portal – In addition to Black Card rewards and co-op rewards, you will also have access to our marketing portal where you can find Kenda branding tools such as product images, logos and our digital catalog.

Dealer Locator – Another benefit of the Traction program is securing your spot on the Kenda Tire Dealer Locator on KendaTire.com. You'll become a preferred Kenda Dealer and customers using the dealer locator will be guided to your store.

Kenda Konnection E-Newsletter – As part of the Traction program, you'll receive our monthly e-newsletter that will help you stay up-to-date on new product information, special events and other kinds of news that will be useful to you as our dealer.

TRACKING YOUR SUCCESS

The Kenda Traction website is your go-to place for everything you need to be successful in the program.

At www.kendatraction.com you can:

- Track your purchases and awards each quarter on the earning detail page
- Identify trends or potential sales opportunities with customized reporting metrics
- Download Kenda branding files to more effectively promote Kenda products
- Redeem your earned co-op funds in the new Kenda Store for promotional items to build brand recognition in your dealership
- Find out the latest news on Kenda products and the Traction program

YOU'RE ON YOUR WAY TO BIG REWARDS

Whether you're talking Black Card Rewards or co-op, there are many ways you can maximize your earnings with Kenda Traction. Use this chart to find out exactly how valuable this program can be.

Program	Tier 1	Tier 2	Tier 3
Earning Potential	\$	\$\$	\$\$\$
Co-op Funding	YES	YES	YES
Marketing			
On-Line Source for Updated Marketing Material (Product Images, Logos, etc.)	✓	✓	✓
Easy to Access Advertising Collateral (Coming Soon)¹	✓	✓	✓
On-Line Source for POS Materials via the Kenda Store²	✓	✓	✓
Inclusion in www.Kendatire.com Dealer Locator	✓	✓	✓
Receive Monthly Kenda Konnection E-news Updates	✓	✓	✓
Training			
Access to On-line Interactive Training (Coming Soon)	✓	✓	✓
Support			
Kit Enrollment Reward	✓	✓	✓
Customer Support via Toll Free #	✓	✓	✓
Awards Paid via KENDA Traction Black Card	✓	✓	✓

¹Includes: Product Images, Advertising Images, Web Banners, Digital Ads, Logos, YouTube Video Links, New Product Launch Kits, News Release Templates, Newspaper Ad Slicks

²Includes: Tire Inserts, Product Brochures, Tire Stack Covers, Bay Banners, Product Stands, Floor Mats, Wearables

We value our Kenda family. If you have any questions please call Program Headquarters at 1-877-239-7030 Monday – Friday from 8:30 am to 5 pm CST.

To report your Kenda Traction Black Card lost or stolen after hours, please call 1-800-264-5578.

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