

**2024**

**PREMIUM FUEL  
PROGRAM**



**KUMHO  
TIRE**



# The Kumho Edge

For decades, Kumho Tire has been a trusted OE partner in the United States and around the world. Our constant dedication to quality, reliability, and performance has made Kumho Tire one of the premier OE brands in the industry with thirteen automotive brands in the United States.

Kumho Tire has expanded our Road-Hazard Warranty to a majority of our Premium Fuel Program products including passenger, ultra-high performance, and light truck tire lines.



Mercedes-Benz



FIAT CHRYSLER AUTOMOBILES



HYUNDAI



**PEACE OF MIND** that you can drive on.

## Get Started

### 1 FILL OUT ENROLLMENT FORM

A Kumho Representative or Distributor will assist in helping you fill out your Premium Fuel Enrollment online!

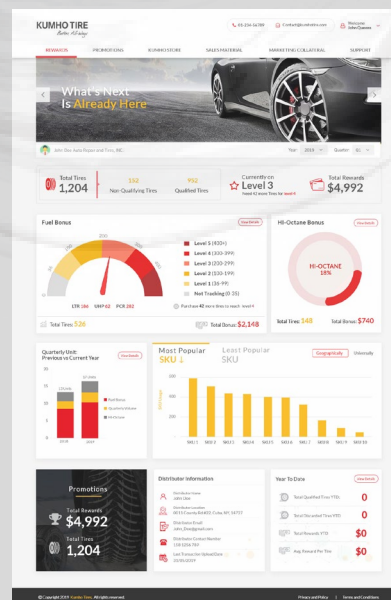
### 2 GET APPROVED

Your Kumho Representative or Distributor will take care of getting you approved and confirmed.

### 3 LOGIN TO THE DEALER PORTAL

After being approved, you will receive your Kumho portal login credentials in your email. Login to gain access to training, branding, the Kumho Store, and much more.

## KUMHOPORTAL.COM

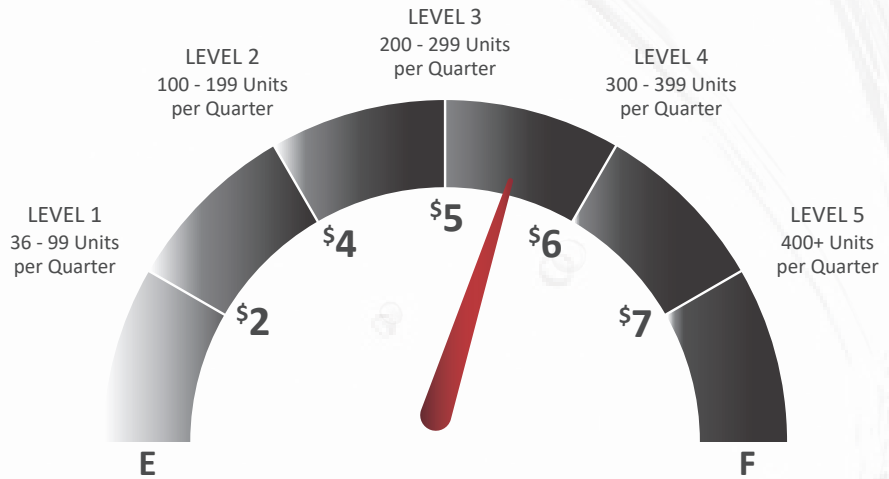


Our new dealer portal features a fresh new design that makes things easier and more convenient for navigating Premium Fuel performance and marketing collateral. All the support you will need to be a successful Premium Fuel Dealer is at your fingertips!

# Rewards

## Fuel Bonus

Once you reach a qualifying level each quarter, every purchased tire that is 18 inches or above will earn an additional \$5. You can earn rewards with as few as 36 units, which is only 9 sets of tires per quarter!



## Hi-Octane Bonus



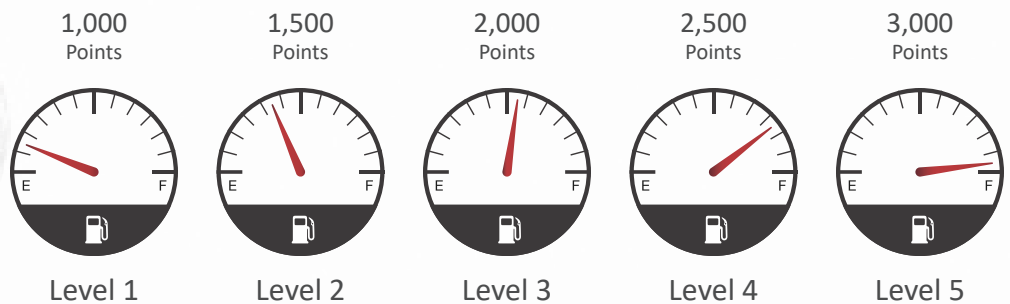
## Catch Up Bonus

\*Dealers who enroll in Q2 or Q3 will have Catch Up Bonus unit tiers lowered by 25% and 50% respectively.

Annual Units	144-399	400-799	800-1199	1200-1599	1600+
Payout Level	\$2	\$4	\$5	\$6	\$7
	Level 1	Level 2	Level 3	Level 4	Level 5

## Kumho Store Points

\*Points earned in the program will expire two (2) years after the issue date. Points are also non-transferable and are void when an associate dealer is no longer enrolled in the Premium Fuel Program.



# Qualifying Products

**ECSTA**

V730



PS91



PS31



PA51



**SOLUS**

TA71



TA51a



TA31



TA11



HA32



**CRUGEN**

HP71



HT51



*\*Commercial sizes do not qualify for warranty.*

**ROAD VENTURE**

AT51



AT52



MT71



**WINTERCRAFT**

WP72



WS71



WI31



WS31



Other

V720 KU22 PA31 KH16 KH25 KL33 KL21 MT51 KL71 HA31

\*Non-qualifying Kumho Tire Branded units will all count toward a dealer's quarterly volume for build rate. Only qualifying units will count towards earning a bonus. Each quarter, purchased quantities of eligible products will be multiplied by the per unit quarterly reward amount as determined by Dealer level during the quarter being calculated, and by the applicable product category. Quarterly rewards are paid only if the quarterly volume requirement is achieved. Quarterly rewards paid by check or via direct deposit in the 2nd month after the close of each quarter. Each quarter stands on its own where quarterly reward rate calculations are concerned.

# Program Details

## QUESTIONS

Direct (678) 916-3235

Fax (678) 916-3281

Email [fuel@kumhotireusa.com](mailto:fuel@kumhotireusa.com)

Dealer Portal [kumhoportal.com](http://kumhoportal.com)

## ASSOCIATE DEALER ELIGIBILITY

- Must be approved by Kumho Tire USA
- Must be in good standing with current distributor
- Dealers with multiple locations must have all locations enrolled to be eligible to participate
- Must sign reseller agreement and stay compliant with unilateral pricing

## DEALERS ARE NOT QUALIFIED TO PARTICIPATE SHOULD THEY FALL INTO ONE OF THE CATEGORIES BELOW

- Pure online tire sellers
- Direct Kumho Tire retail dealers
- Dealers with more than 10% in automobile sales
- Dealers with more than 10% in wholesale sales

## ANNUAL CATCH-UP BONUS STRUCTURE

The Premium FUEL Program bonus attainment is administered quarterly. Unit totals and payments will be independent from quarter to quarter. An annual catch-up bonus is also available and will be paid based on combining all quarterly units purchased for the year.

There are two ways to earn an annual catch-up bonus:

- If, at the end of the year, you fall into one of the annual catch-up bonus tiers. Kumho Tire USA will pay out on eligible tires that did not earn a quarterly bonus.
- Upgrade all past quarters' earnings to higher payout levels based on your annual catch-up bonus tier and Kumho will cut you a check for the difference.
  - If your annual total reaches between 144 and 399 eligible units, Kumho Tire USA will pay \$2 per unit purchased in previous quarters that did not achieve a payout.
  - If your annual total reaches between 400 and 799 eligible units, Kumho Tire USA will upgrade all previous quarter Level 1 payouts to Level 2.
  - If your annual total reaches 800 to 1199 eligible units, Kumho Tire USA will upgrade all previous quarter Level 1 and 2 payouts to Level 3.
  - If your annual total reaches 1200 to 1599 eligible units, Kumho Tire USA will upgrade all previous quarter Level 1, 2 and 3 payouts to Level 4.
  - If your annual total reaches 1600 or more eligible units, Kumho Tire USA will upgrade all previous quarter Level 1, 2, 3 and 4 payouts to Level 5.

## RECEIVING YOUR REWARDS

Within 30 days from the close of each quarter, your distributor will provide Kumho Tire representative with the necessary paperwork to confirm total sales and dollar amounts on eligible tires. Rewards will be sent out within 60 days from the close of each quarter.

## TRANSFERRING DISTRIBUTORS

Associate dealers must designate a Kumho distributor to enroll for this program.

Associate dealers must remain enrolled with their selected Kumho distributor for a minimum of 12 months before becoming eligible for a transfer to another Kumho distributor.

To change your designated distributor:

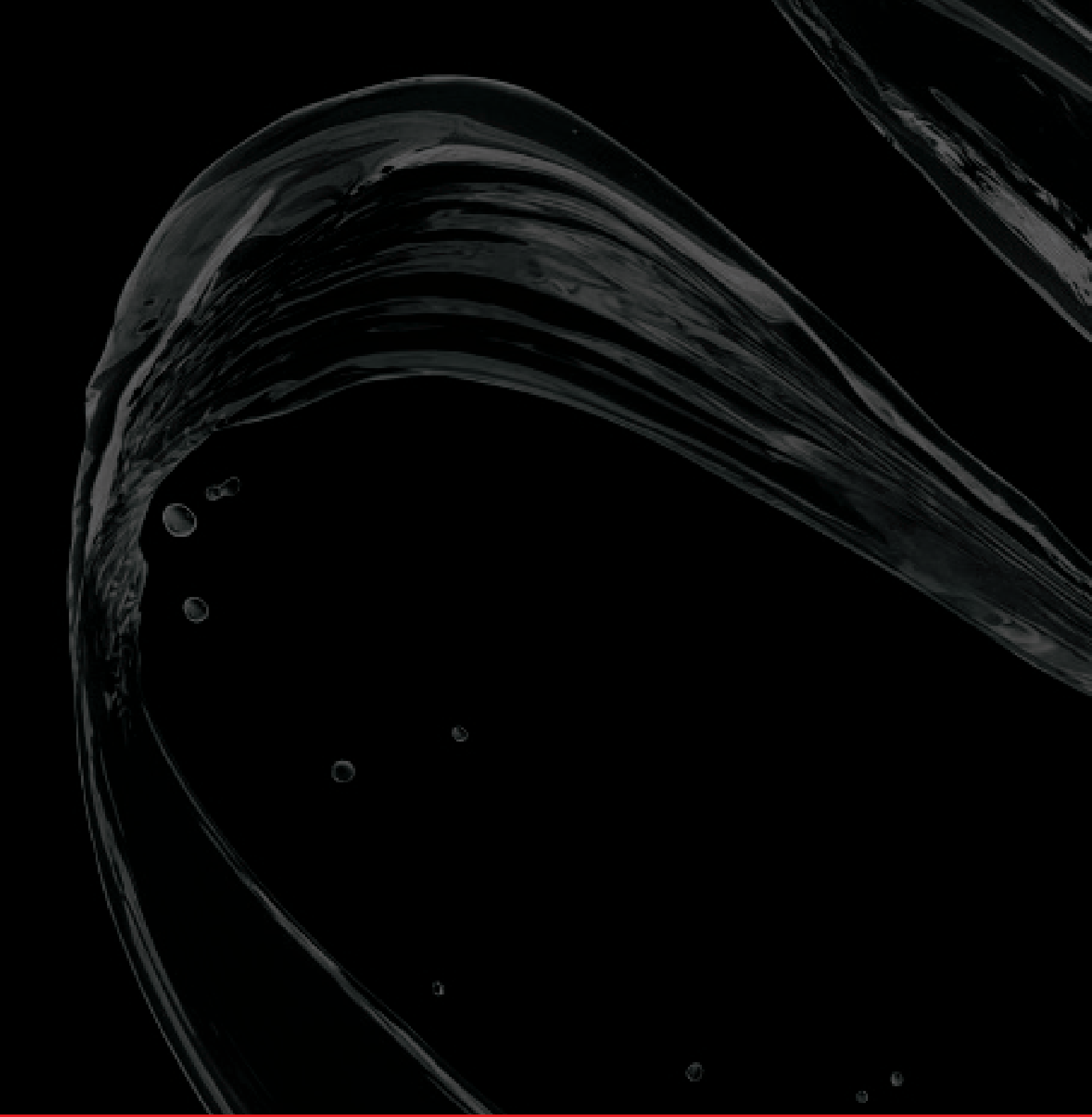
- Fill out and return the Distributor Change Form to Kumho Tire USA.
- The change will become effective two weeks from the date the form is approved by the appropriate Kumho sales representative.
- Your current designated distributor will be notified of the change request.

## ADDITIONAL GUIDELINES

Complete the Associate Enrollment Form and send it to your Kumho Distributor.

- Unit totals and bonuses paid only on tires that are premium fuel program eligible.
- A minimum of 144 units must be purchased in a full calendar year to remain on the program.
- Premium fuel eligible tires and their payouts are shown on pages 3 and 4.
- Only premium fuel eligible units ordered through your designated distributor will qualify for bonus payouts.
- All bonuses are calculated on a per locations basis. If purchases for multi-location associate dealers are reported as a combined total, Kumho Tire USA will divide the purchases equally among the locations to determine the per locations quarter and annual unit achievement.
- Associate dealers enrolling in the program after the start of the quarter will be eligible to qualify for full bonuses on all purchases made during the quarter of enrollment.





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● **KUMHO TIRE**

**Official Tire of the NBA**