



ROADIAN MTX | MUD TERRAIN

**OFF-ROAD.
TOWING CAPACITY.
DURABILITY.
WE GOT YOU.**

35 SIZES AVAILABLE

36 MONTHS ROADSIDE ASSISTANCE

\$10
NEW

NEXT LEVEL

BASE PAYOUTS

15"-22" RIM SIZE RANGE



NO RECALLS EVER




Best quality assurance in the business. Since 2000, Nexen Tire has produced over

500,000,000 (1/2 BILLION)

tires, with absolutely ZERO recalls.

ROADIAN GTX | CUV/SUV TOURING

2021 NEW OE FITMENTS

Brand	Model	Model Year	Product
	Tucson	2021	Roadian GTX
	Sedona	2021	Roadian GTX
	Sorento HEV	2021	Roadian GTX
	Outlander	2021	Roadian GTX



MARKETING ACTIVITIES



NEXEN TIRE APP

Download the Nexen Tire App and create a profile to receive consumer leads in your area! Customers can request appointments and quotes directly from you their favorite Nexen Tire pattern, making the close of a sale easier than ever before!



RETAIL EXPERIENCES

Introducing new Point of Purchase materials and expanded support for Nexen Retailers. Through UpShow's Nexen Network, we are bringing fresh designs and tools to our dealers! New banners, counter displays, counter mats, and new digital offerings are in store for 2021. Stay tuned for details!

DEALER LOCATOR

NexenTireUSA.com has been updated with new products and information, along with an improved tire finder and dealer locator experience. After finding the perfect tire for their vehicle, users will be able to search local dealers through the dealer locator and submit a request for an appointment or a quote.



SOCIAL MEDIA AUTOMATION

Nexen Tire understands the importance of social media in today's marketplace. Beginning in early 2021, we will provide our associate dealers with free access to a social media engagement platform that takes all the effort out of posting on social media. Once you enable automation, Social Media posts will be drafted and sent to your accounts automatically. They can be fully automated or it can be customized to meet their specific store needs and announcements.

