



AFFILIATED DEALER

nokian[®]
TYRES

2026



NOKIAN TYRES PIONEER AFFILIATED DEALER PROGRAM

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INTRODUCTION

Welcome to the Nokian Tyres Pioneer program! We are excited to support affiliated dealers with sell-through by providing you with our attainment and growth rewards, earned spend for Nokian Tyres merchandise, dedicated sales support as well as enhanced e-learning materials and digital advertising.

For 2026, there will be multiple levels to the Pioneer program based upon your Nokian Tyres purchases. Benefits increase with each level:



GREEN

200 TIRES

50 units per quarter



BRONZE

400 TIRES

100 units per quarter



SILVER

600 TIRES

150 units per quarter



PIONEER

800 TIRES

200 units per quarter



TRIP

1,200 TIRES

300 units per quarter

In addition to the program, new Pioneer dealers will also receive **point of purchase materials** to increase Nokian Tyres branding within your shop. Page 5 outlines all the items you will receive just for signing up.

To drive online consumers to your store, we can place targeted Google Platform Ads if you link your **Google Business Profile** account to Nokian Tyres. See page 7.

SIGN UP:

To sign up as a Nokian Tyres Affiliated Dealer visit: **NOKIANTYRES.COM/NAD**



LOG IN:

You can access the rewards platform here: **NOKIANTYRES.REWARDSNATION.COM/#!/LOGIN**



2026 PIONEER PAYOUTS

QUARTERLY INCENTIVE

nokian[®] TYRES	GREEN (50-99)	BRONZE (100-149)	SILVER (150-199)	PIONEER (200+)
Winter (Hakkapeliitta Only)	\$5.00	\$6.00	\$7.00	\$8.00
Light Truck	\$4.00	\$5.00	\$6.00	\$7.00
All-Weather	\$4.00	\$5.00	\$6.00	\$7.00
All-Season	\$4.00	\$4.50	\$5.00	\$5.50
All Nordman Products	\$2.00	\$2.00	\$2.00	\$2.00

GROWTH INCENTIVE

Growth	+5%	+10%	+15%
Payout	\$0.50	\$1.00	\$1.50

PAYOUT SPECIFICS

- Pioneer dealers can select to have their payouts redeemed through ACH or a physical Mastercard. Pioneer dealers will receive an email the first quarter a payout is earned to select their default payment method.
- Attainment incentive payments will be made on a quarterly basis. Pioneer dealers will receive the payments loaded directly onto their redemption of choice each quarter.
- Growth incentive payments will be paid on growth over year prior results. Payments will be made at the end of the year and added to annual totals.

NOKIAN TYRES PRODUCT GUIDE BY CATEGORY AND PRODUCT LINE

*LOOK OUT FOR NEW QUALIFYING TIRE ANNOUNCEMENTS IN 2026

WINTER



NOKIAN TYRES
HAKKAPELIITTA® 10, 10 EV, 10 SUV



NOKIAN TYRES
HAKKAPELIITTA® R5, R5 EV, R5 SUV



NOKIAN TYRES
HAKKAPELIITTA® LT3



NOKIAN TYRES
HAKKAPELIITTA® CR4



NOKIAN TYRES
HAKKAPELIITTA® C4

LIGHT TRUCK



NOKIAN TYRES
OUTPOST® nAT



NOKIAN TYRES
OUTPOST® APT



NOKIAN TYRES
ONE® HT

ALL-WEATHER



NOKIAN TYRES
REMEDY® WRG5



NOKIAN TYRES
WR C3

ALL-SEASON



NOKIAN TYRES
ONE®



NOKIAN TYRES
SURPASS® AS01

NORDMAN



NORDMAN®
NORTH 9, 9 SUV

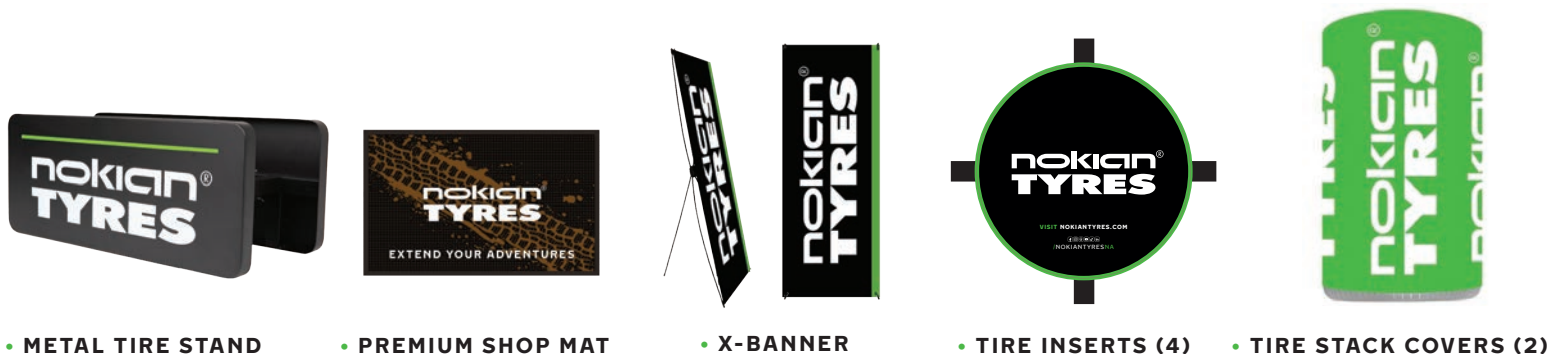


NORDMAN®
SOLSTICE 4



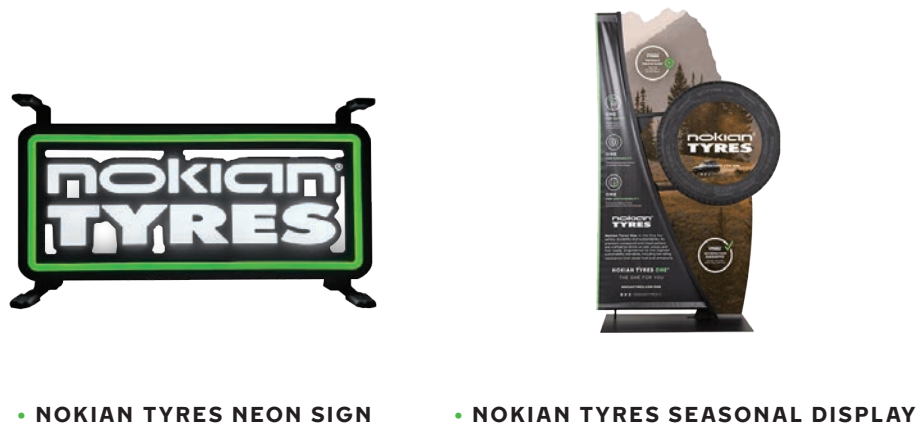
POP MATERIALS

Within 2-3 weeks of signing up for the NAD program you will receive the following POP materials to utilize in your store:







ADDITIONAL POP

You will receive additional POP materials each year that the Green attainment tier (200 annual units) or above is earned:



Existing Pioneer dealers will receive a budget each quarter to spend at **nokiantyres.store** (Brandhub) towards premium merchandise and/or additional point-of-purchase materials.

			
GREEN	BRONZE	SILVER	PIONEER
50 TIRES	100 TIRES	150 TIRES	200 TIRES
\$75	\$100	\$125	\$150

Google My Business Advertising



Before you can help your customers drive safely, you've got to drive them to your store in the first place. Nokian Tyres has launched a program to turn online shoppers into your customers! We are introducing the Nokian Tyres Digital Advantage, completely free of charge as part of NAD Program.

Here's how it works:

Nokian Tyres works with Google to place digital ads around your business location.

These ads attract customers to your store.

Then, we measure how many people enter your store after seeing them.

Finally, we'll share that information with you.

We'd love to work with you to draw business to your shop. If you're interested, simply follow the directions below:

How to connect:



NAD PIONEER TRIP PUERTO VALLARTA

Affiliated Dealers that hit the annual trip attainment tier will be invited to our Pioneer event in Puerto Vallarta.

The 4 day, 3 night trip will be for you and an additional guest.

Join us in Puerto Vallarta for the 2027 NAD Pioneer Trip by purchasing 1,200 or more tires in 2026!

If you do not reach the 1,200 unit target, Nokian Tyres will select an additional 10 spots based on tier attainment:

Green - 2 available spots
Bronze - 2 available spots
Silver - 2 available spots
Pioneer - 4 available spots



Trip Details

*Nokian Tyres will cover airfare, meals and hotel accommodations

*Trip invite is for 2 people based upon double occupancy

For more information, please contact your Nokian Tyres sales representative or pioneer@nokiantyres.com

[NOKIANTYRES.COM/NAD](https://www.nokiantyres.com/NAD)