



KUMHO 
KOMPLETE
TRUCK TYRE SALES & SERVICE
DEALER NETWORK



KOMplete DEALER NETWORK OVERVIEW

Welcome to the 2013 Komplete Dealer Program. With a new name and new initiatives we are as excited as you are for the year ahead. The strength of our high quality dealer network combined with a strong brand and product support program means we will continue to build on our success.

Last year our sponsorships of the Adelaide Crows, Richmond Tigers and Olympic radio coverage on 2GB and National Network Partners created great brand awareness for Kumho Tyres. We are continuing our involvement sponsoring the Saint George Illawarra Dragons, the Australian Rally Championship, the V8 Touring Car Championship and the F3 Racing champion.

In addition to sponsorships, Kumho will be supporting our Komplete Truck Tyre Dealers with a wide range of point-of-sale support. This includes posters, tyre racks, banners, wall charts and so much more to communicate and engage potential and existing customers! We will also be conducting drive days throughout the year allowing you to test Kumho Tyres and see the quality for your self.

Moreover, Kumho Tyres has continued its alliance with the McGrath Foundation and will have another National Pink Fitters Day with all our dealers given the chance to get involved.

With Kumho you know you are teaming up with a top 3 brand with the highest market growth, strong OE replacement demand and huge brand awareness – a true recipe for success.

We look forward to working with you and helping you prosper in the year ahead.

Kind Regards,

Bill Sutton
Sales Director



Quality, commitment and innovation

For half a century, Kumho has built a successful worldwide brand around these ideals. Kumho Tyres have been steadily growing and adapting in the face of an ever changing and often volatile business landscape. During that time, roads have gotten bigger and better but what has remained unchanged has been our approach to innovation and technical development. This has seen us emerge as a top 10 player in the global market.

Kumho Tyres is part of the massive Kumho Asiana group, a South-Korean based conglomerate. We manufacture our aircraft, car, suv, truck and bus tyres in Korea, China and Vietnam, and spread our research and design skills throughout the globe – in Korea, USA, and Europe. Through passion, manufacturing expertise and advanced technology, Kumho Tyres has been a shining light in the Kumho Asiana group, producing 65 million tyres annually and supplying to over 150 countries. Wherever you find roads, you'll find Kumho.

It's a simple equation – to provide top service and support nationwide, you need an extensive dealer network. After more than thirty years in Australia, Kumho have built such a network to best the transport industry's needs. Since their inception, Kumho dealers have grown from strength to strength, building on a positive brand image and quality product offering. And through Kumho's various sponsorships and support for causes such as the McGrath Foundation, our dealers are more than just a retail outlet – they are an extension of our brand values.



BRAND AWARENESS & MARKETING

Marketing

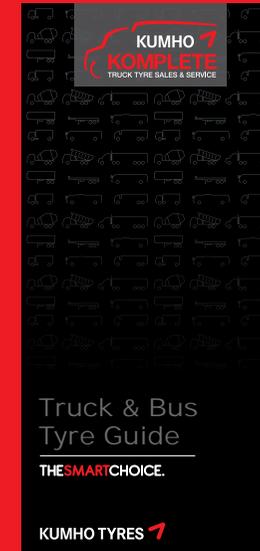
Whether your customer is an owner driver or a fleet operation, you can be assured you'll have the sales tools to make the sale.

- Signage
- Point of Sale banners, posters and brochures
- Training

Through our website, it will be easy for customers to find you, providing them with direct access to their nearest stockist. This tool works for you right around the clock.



Advertisement / Poster



DL brochure



Customer communication brochure



Store signage

Sponsorship

We're proud of our name – so much so, we make sure we see it everywhere.

By putting the Kumho brand into differing areas of life and lifestyle through sponsorship, we create 360-degree awareness while also supporting some fantastic events in the process.

And sponsorship is not just limited to sports that involve our products - it's about being part of the larger community and getting the Kumho name out there.



Community

Kumho is proud to continue its support of the McGrath Foundation in 2013, in its efforts to fund breast care nurses through out Australia and raise awareness of breast cancer among young women.

Chairman and co-founder Glenn McGrath said it was great to see a leader in the Australian tyre industry getting behind the foundation. "It shows people in the tyre industry understand breast cancer doesn't just effect women, it effects families".



together we can make a difference



RED REWARDS



With Kumho Tyres you'll earn great rewards for your home and business.
From the latest in Samsung technology to a range of premiums and apparel, you'll work smart and look smart.
Welcome to the world of Red Rewards.



SUMMARY

As a Kumho Complete Truck Tyre Dealer, you have access to a great range of tyres proven in the Australian market place.

Our national charge back system guarantees you of incremental business.

By partnering with Kumho you buy at the best prices to maximise your profitability.

Supported by a comprehensive marketing program and the Kumho Training Academy, you'll be set for a prosperous 2013.

- Discounts
- List less 27%
- Forward order specials
- Monthly specials
- Rebates
- Incentives
- Charge back system
- Training
- Marketing Support

KUMHO TYRES TRAVEL FAST. GOOD NEWS TRAVELS FASTER. HEAR WHAT PEOPLE HAVE TO SAY ABOUT THE KUMHO COMPLETE DEALER NETWORK.

“My business, O’Neills TME Tyres, has been in the truck tyre game for over 30 years. We service some of the largest fleets in the Hunter Region of NSW and beyond.

I could choose any brand to sell, but I choose Kumho. The product stands up and the value for my customers is beyond doubt. The technical and sales support from the Kumho team is excellent.

Kumho has been a big part of our ongoing growth. I recommend any tyre dealer join the Kumho Complete Network”.

Bernard O’Neill

Proprietor



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