



KUMHO TYRES   
MASTER DEALER PROGRAM  
2013

## MASTER DEALER CORPORATE PROFILE

Welcome to the 2013 Master Dealer Program. We are as excited as you are for the year ahead with a wide range of events to look forward to.

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 master/ associated 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 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, with the highest market growth, strong OE replacement demand and high 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

## KUMHO IN AUSTRALIA

### 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 & 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 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 serve motorists' needs, wherever they may be. 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

Kumho is a true partner when it comes to supporting its retailers.

From external point of sale items such as tyre racks, tyre centres, flying banners and a large range of promotional material.

Instore posters and brochures support programs such as national direct mail initiatives that drive customers to your door.

Whether your customer is a city driver or travels off road more than not you can be assured you'll have the sales tools to close the sale.



Direct mail catalogue



Promotion poster



Promotion poster



Flying banner



Tyre rack



Tyre centre

## Sponsorship

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

By putting the Kumho brand into other areas of life and lifestyle through sponsorship, we potentially 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".



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.



## PLATINUM DEALER

The challenge for independent dealers has always been the threat of major competitors/ franchises with their greater marketing scope and operating efficiencies. Yet the costs and regulations of linking to a major group have often outweighed the benefits.

By joining the Kumho Platinum Dealer Program, you benefit from the best of both worlds – a continued local presence coupled with major-player support and nationwide exposure.

- ✓ Great looking store – inside and out
- ✓ Keeping your independence
- ✓ Financial advantage
- ✓ Marketing programs
- ✓ Ongoing support and training
- ✓ No fees!

Grow your business with a global tyre manufacturer.

**GO KUMHO.**  
**GO PLATINUM.**





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