

KUMHO TYRE 



platinum dealer

YOUR PLATINUM FUTURE AWAITS...

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## SMART PARTNERSHIPS MAKE SENSE

### WELCOME TO THE PLATINUM DEALER PROGRAM

Kumho Tyre knows the importance of proven partnerships and how critical it is in business to compete with the big franchise players within the industry. Our Platinum program is designed to provide your business with the **“best of both worlds”** where you keep your independence but also enjoy fantastic brand association with one of Australia’s big tyre brands – Kumho Tyre!

We will provide a premium store fit out and follow that up with robust marketing campaigns which includes a web link as a respected Platinum dealer from [www.kumho.com.au](http://www.kumho.com.au) (35,000 visitors per month), continued marketing funding that suits your business and on going commercial support.

We are excited to present your business the opportunity to be a part of our Platinum Dealer program.



Glenn Pearse  
National Trade Marketing Manager



# GLOBAL SUCCESS

Over the last 50 years, Kumho has become a hugely successful worldwide brand. Since 1960, Kumho Tyre have been steadily growing and adapting in the face of an ever changing and on often volatile business landscape. During that time, roads have gotten bigger and better. What has remained unchanged however, has been its approach to innovation and technical development. This has seen Kumho emerge as a top 10 player in the global market.

Kumho Tyre is part of the Kumho Asiana group, a massive South-Korean based conglomerate. It manufactures automotive, racing and aircraft tyres in Korea, China and Vietnam and spreads its research and design skills throughout the globe from Korea to the USA, and Europe.




**Through passion, manufacturing expertise and advanced technology, Kumho Tyre now sells 65 million tyres annually across 150 countries.**

Wherever you find roads, you'll find Kumho.



## AUSTRALIAN LEADER

It's a simple equation – to provide top service and support nationwide, you need an extensive and expert dealer network. For over 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.

-  We sell 1.3 million tyres in Australia every year
-  We hold 450,000 tyres in stock
-  Top 3 in Australian market

Proud Supporters of:



# NATIONWIDE MARKETING

Being part of a larger brand means you directly benefit from the advertising muscle of one of the 'big players' in the market. From traditional to digital media Kumho has the market covered.

- 1 Television
- 1 Newspapers
- 1 Magazines
- 1 Sports Marketing (sponsorships)
- 1 Radio
- 1 Public relations
- 1 Social media
- 1 Website



# KERRI-ANNE KENNERLEY WANTS YOU TO WEAR PINK FRIDAY 1 MAY 2015



Purchase McGrath Foundation merchandise from your participating Kumho Tyre retailer this Pink Fitters Day for the chance to:

## WIN A TRIP to the Gold Coast to play golf with Kerri-Anne Kennerley!



### 80,000km GUARANTEED\*

have a well earned reputation for innovation, quality and value for money. We're an approved OEM equipment supplier and our 80,000km mileage guarantee proves Kumho tyres last the distance.

are not just road worthy, they're wallet worthy, making them the smart choice.



KUMHO TYRE   
**100,000**  
GOOD REASONS  
To go with Kumho and support  
the McGrath Foundation

# McGRATH FOUNDATION/ PINK FITTERS DAY

The McGrath Foundation raises money to fund McGrath Breast Care Nurses in communities right across Australia and increase breast awareness in young Australians.

The McGrath Foundation's mission is to ensure every Australian family experiencing breast cancer has access to a breast care nurse—no matter where they live or their financial situation.

Kumho Tyre has been a long-term friend of the McGrath Foundation since 2009 and has donated over \$700,000 to date.

Kumho is proud of its association with the McGrath Foundation and urges motorists to show their support by making a donation at a participating dealership on its annual Pink Fitters Day event.

Pink Fitters Day is Kumho Tyre's major community initiative that sees tyre dealerships Australia-wide fundraise for the McGrath Foundation by turning pink for the day.

An annual event since 2011, Pink Fitters Day sees participating Kumho Tyre dealers wear pink shirts for the day, with proceeds raised from tyre sales and merchandise donated to the McGrath Foundation.

Kumho Tyre dealerships are proud to go pink to show their support of this worthwhile cause.

# PINK FITTERS DAY



*together we can make a difference®*





## A PRECIOUS WORLD

In the race from red to black, many companies lose sign of the green. Not Kumho Tyre, where our whole product line is built around a precious natural resource - rubber. Creating a sustainable planet makes plenty of sense to us, and is part of our commitment to being a 'beautiful company' and ensuring a beautiful world for future generations to enjoy.

The major global players in the tyre industry adhere to a set of principles known as the Eco Global Big 3, outlining an environmentally friendly approach to tyre production. Included are controls over raw material use, waste reduction and recycling at the manufacture state, plus collection of tyre waste and other after sales responsibilities.

Kumho Tyre has been praised for its efforts in reducing environmental impact worldwide by reducing its CO2 emissions by 13,500 tonnes over the past five years. This impressive reduction has been achieved through upgrading production facilities, adopting renewable energy strategies and initiatives like our agreement with Greenfleet (which sees a tree planted for every set of Ecowing tyres sold in Australia), while at the same time working to develop and manufacture more efficient fuel saving tyres. All proof that Kumho is serious when it comes to reducing the carbon footprint.

You're in safe hands with Kumho. Changing the world, one tyre at a time.



# THE BEST OF BOTH WORLDS

## THE KUMHO PLATINUM PROGRAM PROVIDES YOU WITH THE BEST OF BOTH WORLDS!

As an independent tyre dealer, we are offering a program that provides the opportunity to match all players in the market. You remain independent to run your business, are provided with support from Kumho including a range of commercial benefits on a number of platforms and best of all - there is no fees.

The benefits of our Platinum program are...

- Premium store fit out
- Dealer marketing campaigns – we will provide you with a quarterly marketing fund (based on previous quarter Kumho product sales) back to your business to use in advertising your business in your local area
- A dealer information locator and enquiry portal
- On going POS and promotional items to use in store
- Kumho uniforms (branded with your business logo's)
- Any training required will be provided by Kumho on an on going basis
- A rebate scheme
- Any requirements for vehicle branding will be looked at as part of the program



# HIGH IMPACT EXTERNAL BRANDING

## STOP TRAFFIC – TURN HEADS!

First impressions count as does being noticed as a professional and service orientated business. The Kumho Platinum store design provides your business fantastic identification with both your business name and brand association with Kumho Tyre.

- Main fascia signage – Kumho logo with your business name design
- Free standing signage opportunity
- Painting of the entire building (as per the Kumho design specs)
- Service bay signage
- Menu boards – including other brand availability and your business services
- Window decals



# CUSTOMER FRIENDLY INTERIOR DESIGN

Getting customers in the door is only part of the battle. Making them feel welcome is vital. With the Kumho Platinum model, your customers will feel relaxed and at home in their surroundings.

The modern, customer-friendly interior fit out includes the following elements:

- ✓ Internal office painting
- ✓ New counter (if required)
- ✓ Counter sign
- ✓ Waiting chairs & coffee table
- ✓ Coffee bar
- ✓ TV
- ✓ Poster frames
- ✓ Brochure holders and tyre displays

NOTE: Items such as building renovations, structural changes and electrical works are not included in the program, but can be arranged at cost by dealer.



# DEALER MARKETING

A major benefit of being part of the Kumho Platinum program is the quarterly marketing fund.

Kumho Tyre is committed to building your business and will help do so with a range of specific marketing campaigns in your local area created to suit your store.

Examples of this are...

- Local letterbox drop
- Local newspaper insertions
- Local newspaper advertisements
- Local sports sponsorships
- Additional Kumho promotional merchandise
- Digital marketing



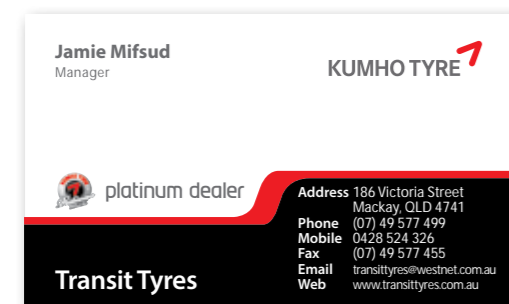
# TOOLS FOR THE JOB

The Platinum Program is more than just a great design.

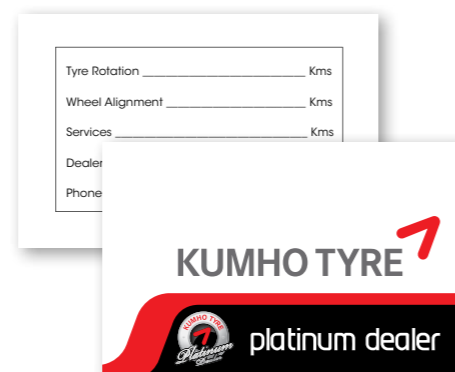
Global research into tyre retailer requirements has seen Kumho develop a range of sales and operational material.

Combined, these elements will make your business look professional and add functionality.

- Business cards
- Job cards
- Service stickers
- Service booklets
- VIP customer vouchers
- Posters
- Product brochures



Business Cards



Service Stickers

Job Cards



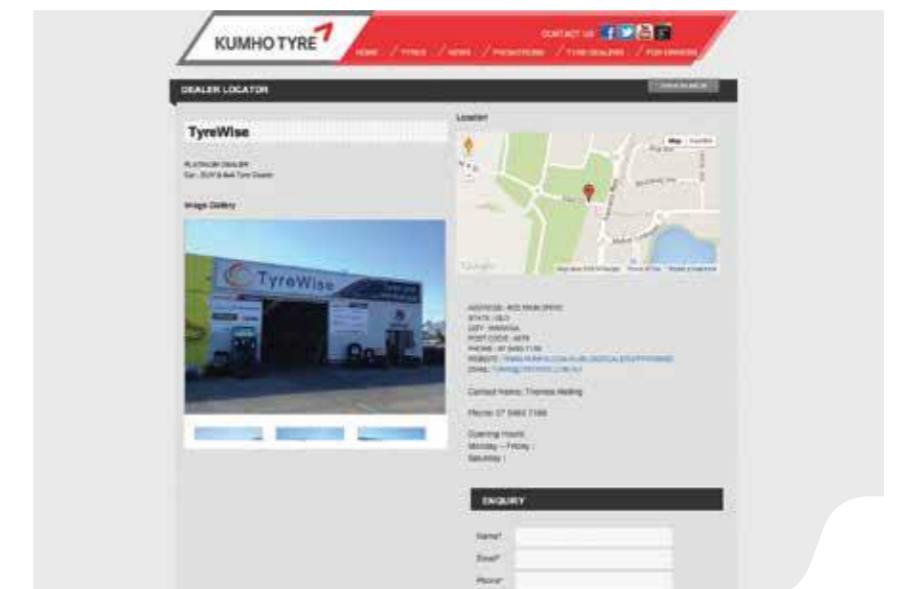
VIP Customer Vouchers

# DEALER WEB LINK

In today's digital age it is absolutely necessary to be accessible online.

We want to help potential customers find you by the means more and more people are using.

- Dealership details
- Location map
- Enquiry portal
- Image gallery



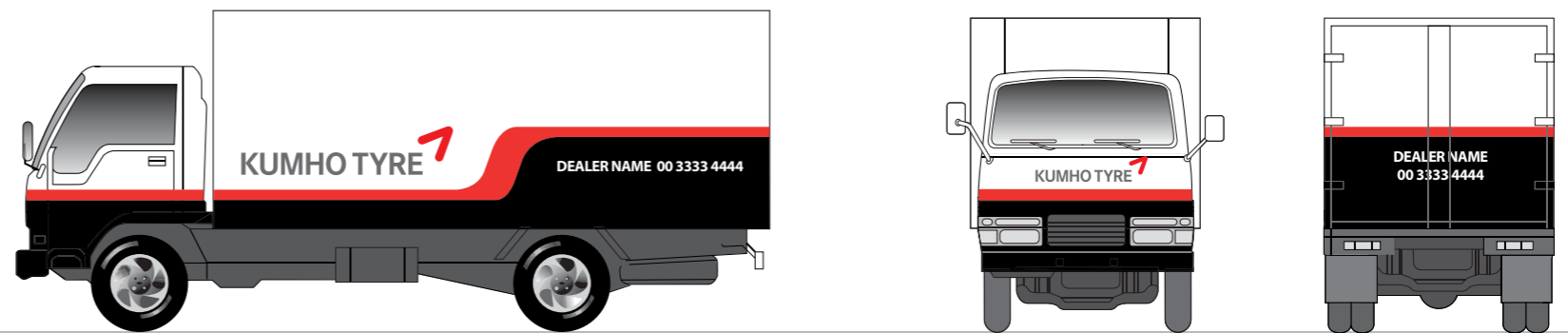
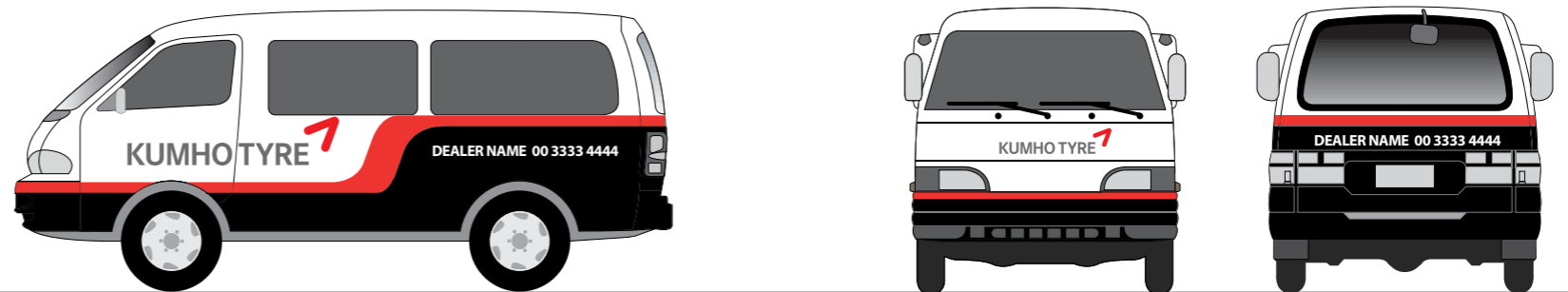
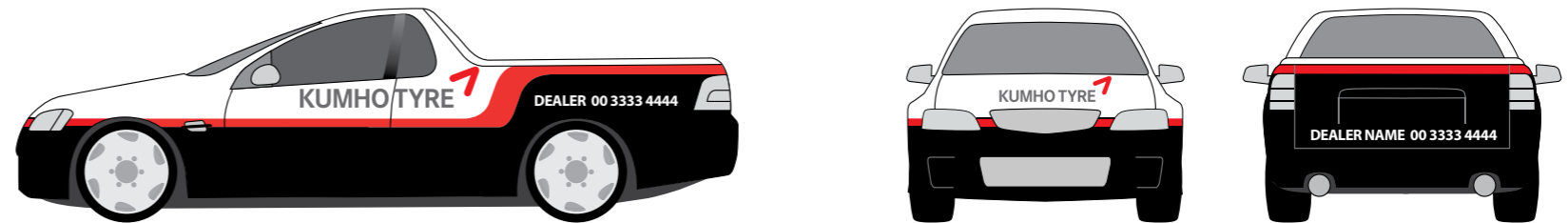


## COMPANY VEHICLES

Your company vehicles should be mobile billboards advertising your business and the tyre brand you recommend.

Make the most of your company vehicles by giving them the high impact Kumho Platinum look.

- Cars
- Utes
- Vans
- Trucks



# PROFESSIONAL UNIFORMS

Smart and practical uniforms mean you and your team will look the part.

These high quality, hard wearing uniforms will be branded with your company name and give you a professional image.

➤ Shirts

➤ Jackets

➤ Caps

➤ Shorts

➤ Trousers

NOTE: The first allocation of uniforms for staff are supplied and paid for by Kumho, after that time you can purchase more, either direct or via your marketing fund.





## TRAINING FOR SUCCESS

Our dealers truly are the ambassadors for our brand, on the front line and interacting with consumers on a daily basis. And when it comes to knowing this industry, the learning never stops.

Which is why we believe in best practice training to generate maximum profit. The Kumho Academy provides a thorough education for our Kumho dealers, covering the latest industry information in modules such as product applications, sales skills and tyre terminology.

With technology and innovation always on the move, it makes good business sense to stay up to date. By providing dealers with the latest industry information and sales fundamentals, the Kumho Academy allows dealers to sell with more confidence. Modules include:

- Kumho Tyre overview
- Tyre terminology
- Tyre design and construction
- Telephone sales techniques
- In-store sales techniques
- Product training

Our aim through the Kumho Academy is simple – to give you the tools to make your job easier and maximise your profit.



**KUMHO ACADEMY**

# REBATES

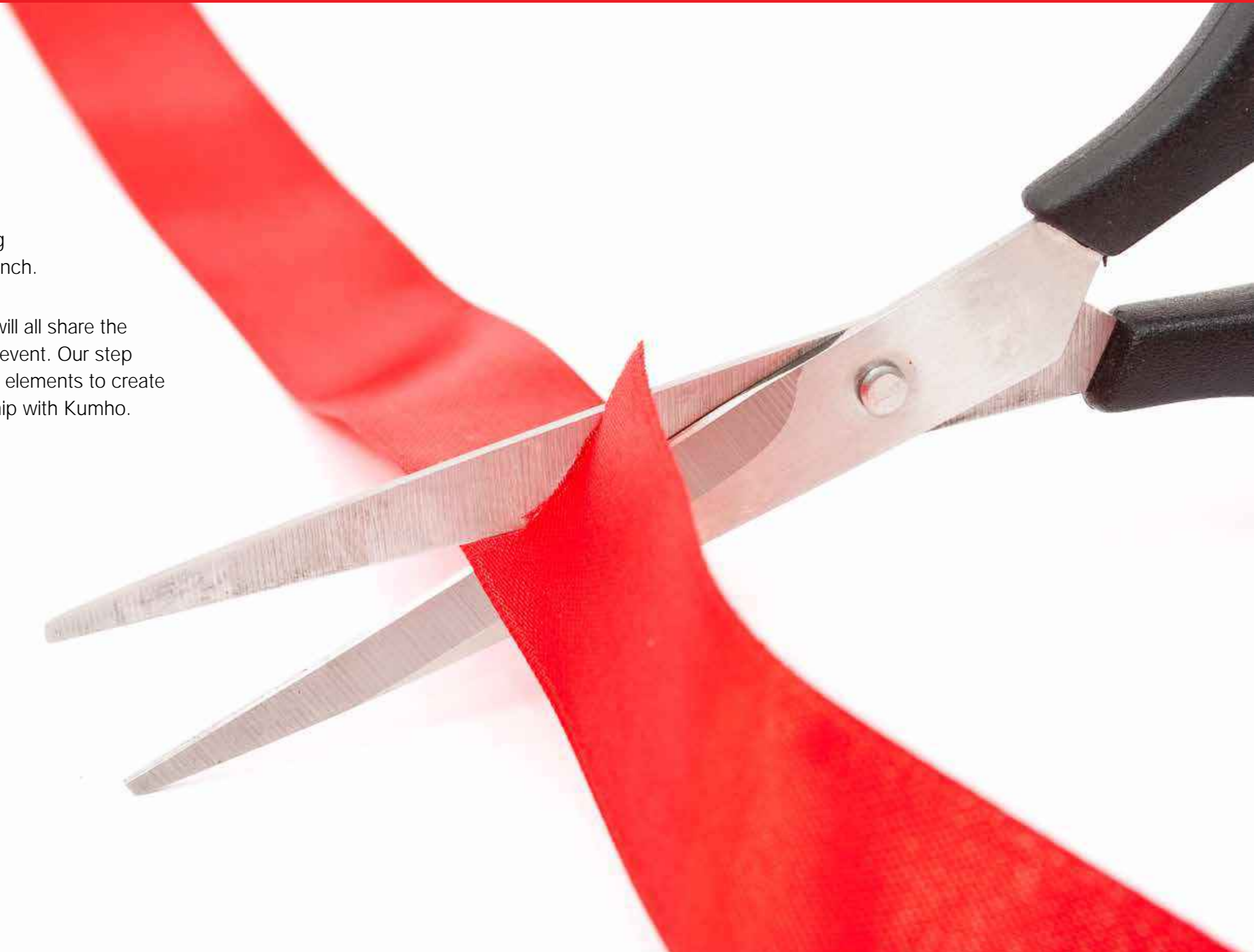




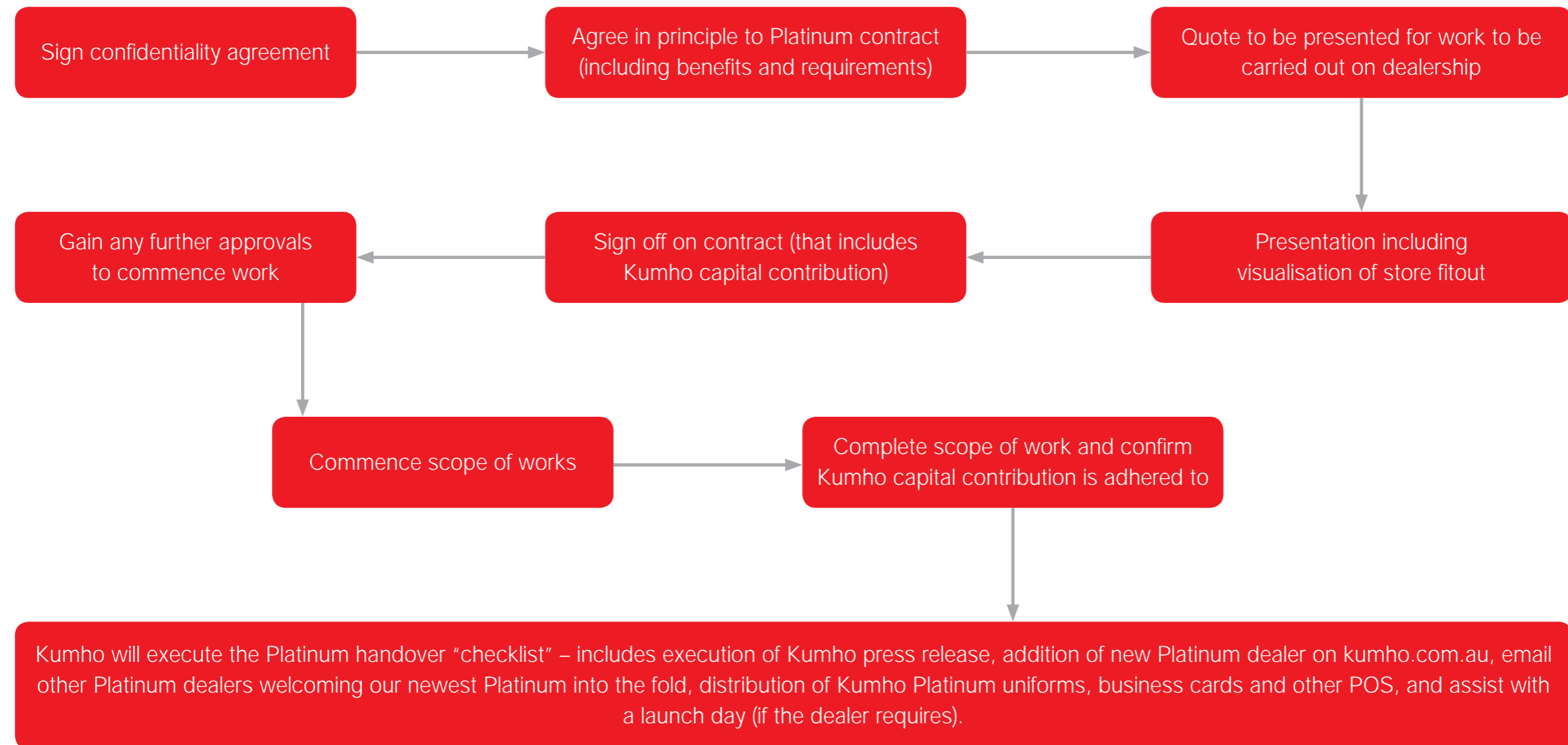
## LAUNCH DAY

An important first step in the marketing of your new "Platinum Store" is the launch.

Your staff, trade and retail customers will all share the excitement of a well organised launch event. Our step by step guide provides you with all the elements to create the perfect start to your new partnership with Kumho.



# HOW TO GET STARTED





## FAQ

### **What is the term of a Kumho Platinum Program?**

The initial term is for 4 years and there is an option for the Dealer to renew for another 4 years. Kumho will grant the renewal if the terms were adhered to in the initial 4 years.

### **What is the capital contribution?**

Kumho will pay for the Kumho Platinum store design and fit out. There is no contribution from you. This contribution is noted in the agreement as it provides the basis for a payout if the agreement is terminated early.

### **What are my commitments?**

There are three main areas of commitment required from the dealer...

1. Share of Sales requirement: Agreed percentage of total new tyre sales mix each month
2. Stock holdings: Agreed percentage of total new tyre stock holdings and purchase enough stock to be compliant at the beginning of the agreement
3. Fulfill your obligations in keeping the store in good order and representing the Kumho brand in a professional manner.

### **What reports do I need to compete?**

Reporting is simple. Two reports each month that will take only 5 minutes to complete. We require a computer generated report showing Kumho unit sales and total unit sales (you can hide sales of other brands) and the same for stock on hand.

### **What is the Local Marketing area?**

Your Kumho Platinum Dealership is given an agreed marketing area which is specified within the agreement. You can advertise your store within this area, but not outside or in the local marketing area of another Kumho Platinum Dealer.

### **What marketing can I do?**

Your marketing fund can be used in your local marketing area and needs to suit your business ! Kumho will work with you to develop a marketing plan and organise production of marketing materials. Please note that all marketing activity must have prior approval from Kumho before activation.

### **What are my General Obligations?**

The dealer's obligations are more common sense such as...

- Commence and operate the Dealership in accordance with the Store Standards
- Provide the reports required by Kumho in time frame requested
- Participate and comply with any Marketing Program established by Kumho
- Maintain all equipment used in the dealership in good working order and safe condition in the running of the dealership
- Maintain all licences and insurances
- Comply with all Laws including Privacy Laws, the dealer shall provide Customer.

### **Can I leave the program early?**

Yes you can terminate the agreement with 7 days notice in writing. Kumho can also terminate the agreement with 30 days notice. You would be required to pay a pro-rata amount to Kumho of the initial capital contribution based on months expired out of 48 months. You would need to remove Kumho & Kumho Platinum signage and paint schemes. You would be able to keep your counter, furniture, television and fixings, but need to return any documents, manuals etc... relating to the Kumho Platinum program.



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