

**PLATINUM DEALER**



**KUMHO  
TYRES**





**KUMHO**  
**TYRES**





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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 provide a premium store fit out and follow up with ongoing marketing support which includes a web link as a respected Platinum dealer from [www.kumho.com.au](http://www.kumho.com.au) (60,000 views per month), continued marketing funding for your business and ongoing commercial support.

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

Paul Deer  
National Trade Marketing Manager





# GLOBAL SUCCESS

Over the last 60 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 Doublester Group. It manufactures automotive, racing and aircraft tyres in Korea, China, USA 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 nearly fifty 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, our dealers are more than just a retail outlet - they are an extension of our brand values.

**We sell 1.4 million tyres in Australia every year**

**We hold 450,000 tyres in stock**

**Top 3 in Australian market**



# 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 period marketing fund (based on previous period 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**

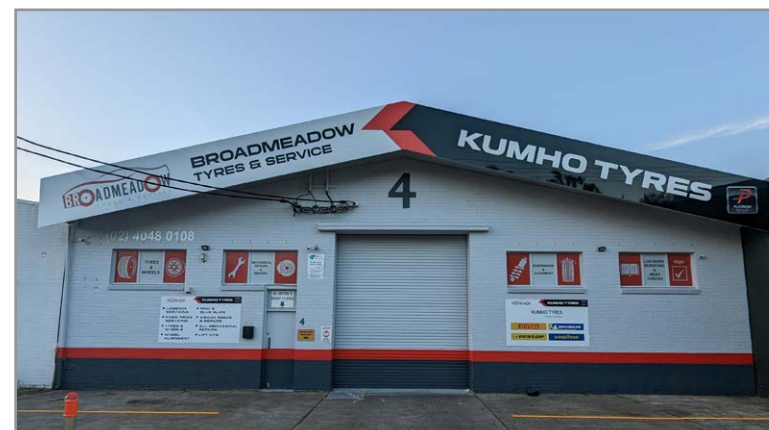
**Free standing signage opportunity**

**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.

## COMPANY VEHICLES

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

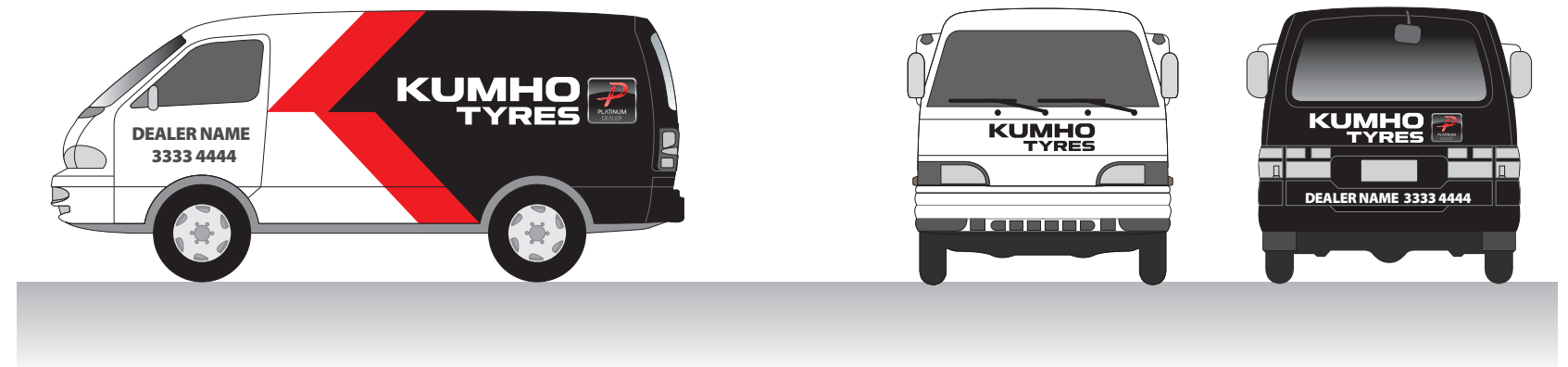
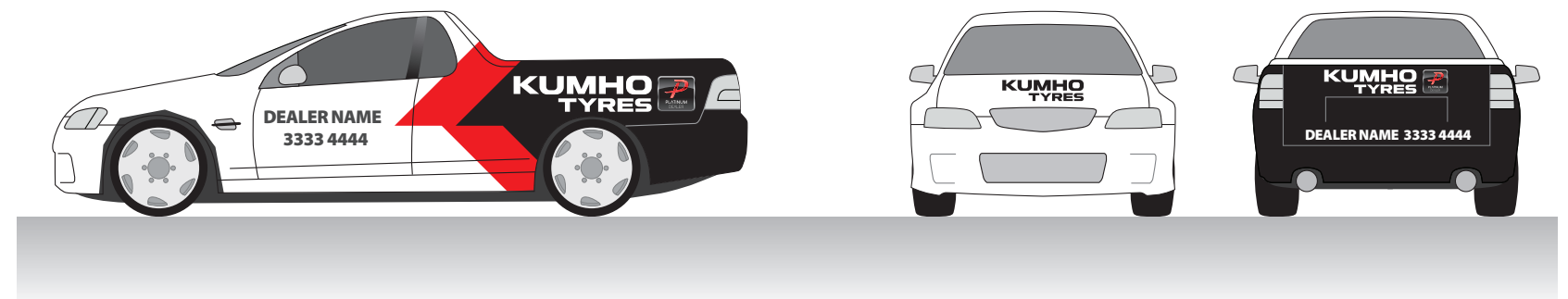
Make the most of your company vehicles by giving them the high impact Kumho Platinum look.

### 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.

## Polo Shirts

## Jackets

## Hoodies



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.

## 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.

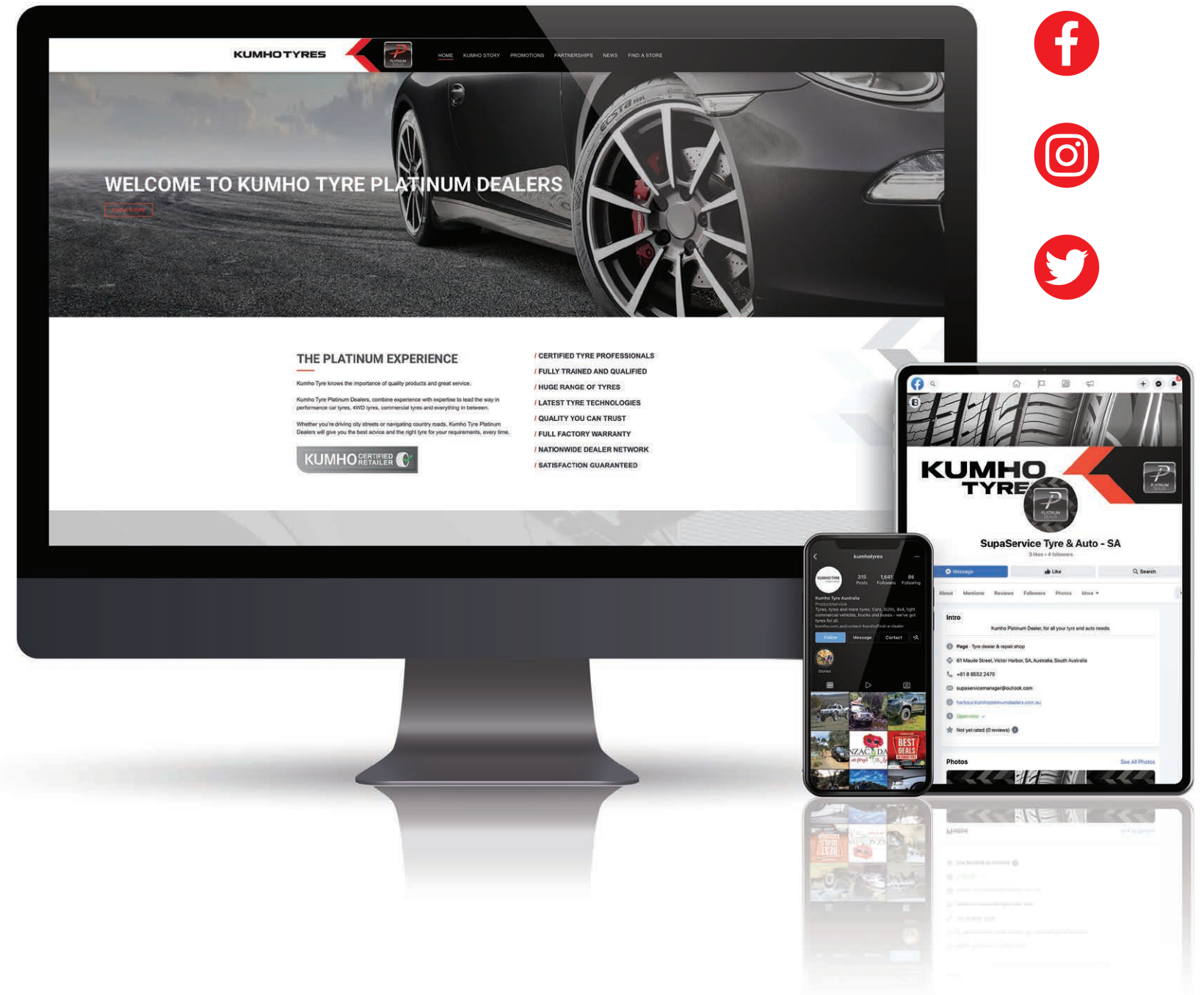
**Television**

**Sports Marketing (sponsorships)**

**Public relations**

**Social media**

**Website**



Proud Supporters of:





# DEALER MARKETING

A major benefit of being part of the Kumho Platinum program is the Kumho Platinum Dealer marketing fund. Accumulated quarterly this fund is invested into building your business and will include a range of specific marketing campaigns to suit your store.

Examples of this are...

**Store website**

**Search engine optimisation**

**Google adwords campaigns**

**Public relations**

**Special promotions**

**Flyer drops**



## DEALER NETWORK WEBSITE

The Kumho Platinum Corporate website is customer facing and communicates the Kumho Platinum offer and a handy store locator so customers find your dealership.

## YOUR PLATINUM DEALER WEBSITE

We will build your business a new, professional and responsive Kumho Platinum website which will help drive business to your door.

Features will include:

### **MOBILE RESPONSIVE**

A responsive website automatically changes to fit the device your website is being viewed on. Guaranteeing your site always looks professional and easy to read on any device.

### **ON-SITE SEO SETUP**

We run a full site analysis and ensure all your title tags, meta descriptions, headers and alt text are implemented following the best SEO practices.

### **PROFESSIONAL DESIGN**

All Kumho Platinum Dealer websites are beautifully designed using high quality and optimised imagery which ensures fast loading times. We pride ourselves on giving your prospective customers a great user experience when they visit your site.

### **GOOGLE ANALYTICS**

Google Analytics is a great digital marketing tool which allows you to measure the results of visitors engagement on your website. All the information is available in real-time, you can compare data to previous periods, and much more.

### **BUSINESS LISTINGS**

80% of consumers search online for local goods and services, 50% of these consumers shop locally within 24 hours as a direct.

### **DEDICATED ACCOUNT MANAGEMENT AND REPORTING**

You will receive dedicated account management and reporting, real-time website dashboards access, unlimited inbound requests on website maintenance and quarterly pro-active calls all ensure your website always looks and performs at its peak.

### **UNLIMITED INBOUND CHANGES**

Basic updates and edits such as editing of paragraphs of text, changing/ updating images and updating of contact details – all done for you at no extra charge.





## PLATINUM DEALER PORTAL

Kumho have developed a one stop Platinum Dealer only web portal for everything you need as a Platinum dealer:

**Sales reports**

**Kumho Academy**

**Dealer awards**

**Marketing resources**

**Promotions**

**EPOS order tyres online**

**Kumho store**

**Uniforms**

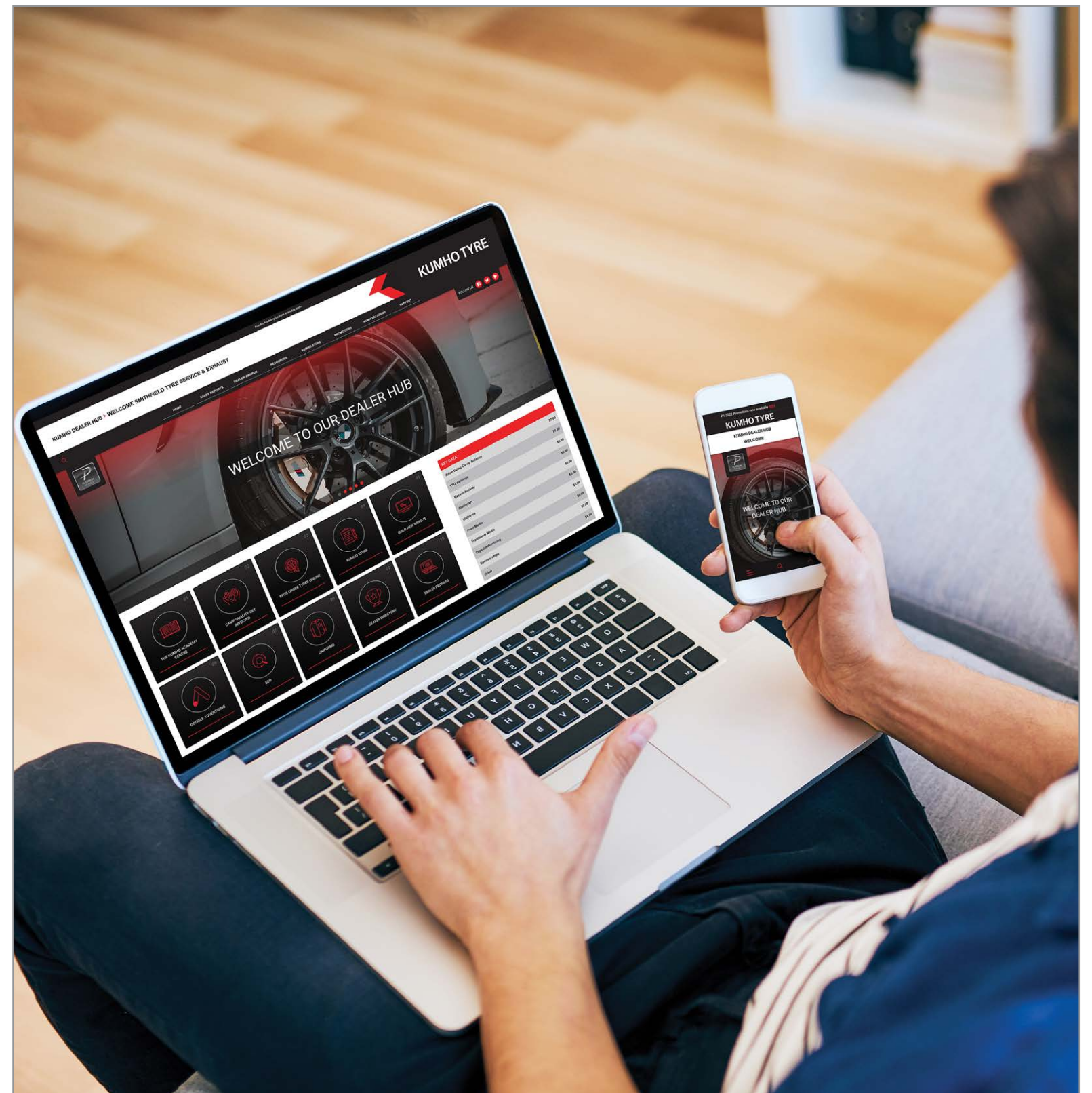
**Dealer directory**

**Dealer profiles**

**Dealer forum**

**Platinum dealer news**

**Support**





# PLATINUM DEALER AWARDS

Being recognised and rewarded for your success and efforts within the Kumho Platinum Dealer team is an important part of being a Platinum Dealer.



## PLATINUM DEALER AWARDS

### CRITERIA

Reach monthly target	50 points
Kumho Academy registrations	20 points each
Kumho Academy module completions	10 points each
Effective use of Marketing funds to promote Kumho Tyre brand	50 points each
Store upkeep (as reported by your area manager)	50 points

### AWARD CATEGORIES

#### NATIONAL DEALER OF THE YEAR

Prize: \$3000 Flight Centre Gift Card



#### STATE DEALER OF THE YEAR

Prize: \$1000 Visa Debit Card



#### STATE AWARDS

Highest Kumho Unit Sales  
Highest UHP sales  
Highest RV sales

#### 5 YEAR & 10 YEAR ANNIVERSARY AWARDS

#### PLATINUM CHAMPION

Awarded to a store or an individual who has shown an outstanding contribution to their local community and support of Kumho Tyre Australia

#### BUSINESS EXCELLENCE AWARDS

Highest % increase YOY

#### THE 100 CLUB

Reach your annual target and receive a commemorative "High Achievement" certificate and inclusion on the 'Honour Board'. You will also go in the draw to win one of 10 x \$500 Visa Debit Cards

## THE KUMHO ACADEMY

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 provide customers with the best product for their needs while generating maximum dealer profit. The Kumho Academy provides a thorough education platform for our Kumho dealers, covering the latest industry information 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



## MODULES



### **COURSE 1**

Intro to Kumho brand



### **COURSE 2**

Tyre terminology



### **COURSE 2**

How tyres are made



### **COURSE 4**

Passenger Car Radial (PCR)



### **COURSE 5**

SUV



### **COURSE 6**

4X4



### **COURSE 7**

Digital marketing



### **COURSE 8**

Sales tips and techniques

## 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, add functionality and increase operational efficiency.

Business cards

Job cards

Service stickers

Service booklets

VIP customer vouchers

Posters

Product brochures





## NATIONAL SALES CENTRE

Our National Sales Centre is based in our Head Office in Sydney with state of the art call centre technology.

This team of tyre industry and call centre experts is on hand to not only assist with enquiries and tyre orders, but to build a strong working relationship with our dealer customers.

Dealers can also have the option of ordering online at our EPOS site (Easy Product Ordering System).



**KUMHO TYRE**



National Sales Centre  
**1300 651 413**

## CHARITY PARTNERSHIP

Kumho is incredibly proud to be a corporate partner of Camp Quality because of the key role it plays in supporting children and families experiencing the challenges of cancer as well as increasing awareness of this worthy cause right across the community.

Camp Quality gives kids facing cancer the chance to be kids again. Their services and programs are made specifically to help children who are impacted by their own cancer diagnosis, or the diagnosis of someone they love, like a sibling or parent.





## A PRECIOUS WORLD

In the race from red to black, many companies lose sight 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 'responsible 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.

Over 50 million used tyres are generated in Australia each year, which is why Kumho have proudly become a member and financial supporter of Tyre Stewardship Australia. Kumho will be working alongside TSA to make sure old tyres come back to life in exciting and innovative green uses. This has the multiple benefits of transforming a waste product into a useful commodity, creating new industries and employment opportunities, while also reducing the environmental impact caused by the illegal dumping of old tyres.

Kumho. Changing the world, one tyre at a time.



**We're working to end the dark ages...**



**and make a greener future.**





Tyre Stewardship Australia is proud to be working with the tyre industry's biggest names to make sure that old tyres come back to life in exciting and innovative green uses.

Synthetic sports field made with recycled rubber granules.



## STORE 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.

**Local Radio**

**Local Cinema**

**Local Newspaper**

**Direct mail-out**

**Special offers**

**Billboards/Signage**

**Bunting/Balloons**

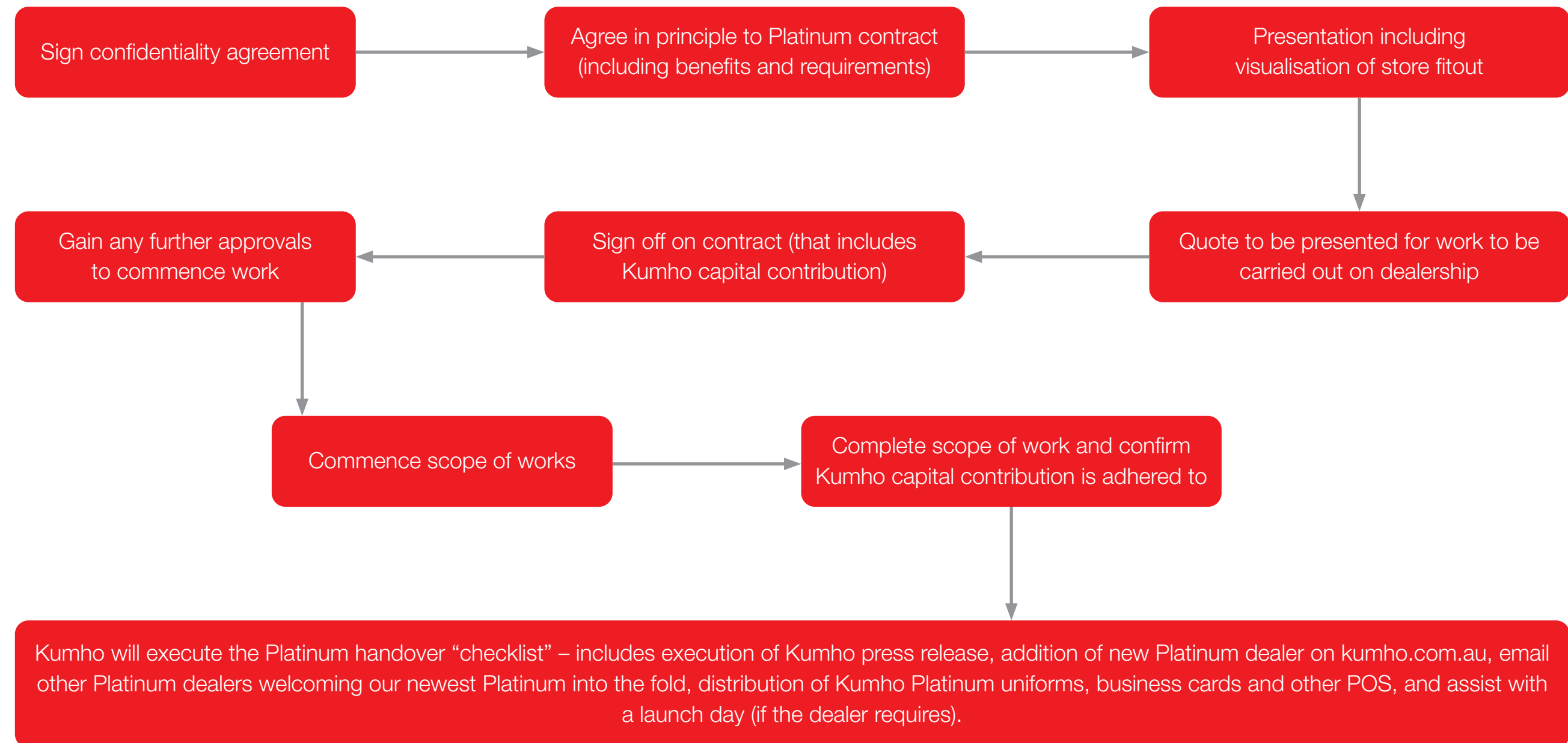
**Giveaways**

**Social Media/Website**





# 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 requirements is no longer a % of sales. It's an agreed monthly Kumho unit sales target
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 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
- 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?**

The Dealer may only terminate this Agreement by giving notice in writing to Kumho within seven (7) days of the date that it signs this Agreement. Kumho can terminate the agreement with 30 days notice. If the agreement is terminated for any reason, you would be required to pay a prorata 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, plus return any documents, manuals etc... relating to the Kumho Platinum program.





**THE MISSING PIECE TO  
YOUR BUSINESS**





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**KUMHO TYRE AUSTRALIA PTY. LTD.**

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