KUMHO TIRE

# 2026 PREMIUM FUEL PROGRAM



# Notes

KUMHO TIRE

# Introducing The KUMHO TIRE E.D.G.E.

## Education Driving Growth & Excellence Academy

**Sign up with Kumho E.D.G.E. Program and Drive your Product Knowledge Forward!**

**This course will:**

- Boost your Product Knowledge
- Enhance your Marketing Skills
- Gain you access to Sales and Marketing Materials
- Improve Sales Success

**Complete your training and receive your choice of 1 Premium Gift from the Kumho Tire portal! Sign up today at:**

***https://www.kumhotire.com/en-US/training-platform/login/***

| – Pick 1 of 2 Options – | |
|---|---|
| **Kumho Black NIKE Pullover** | **$50 Gift Card** |
|  |   |

# The Kumho Edge

For decades, Kumho Tire has been a trusted OE partner in the United States and around the world. Our constant dedication to quality, reliability, and performance has made Kumho Tire one of the premier OE brands in the industry with thirteen automotive brands in the United States.

Kumho Tire has expanded our Road-Hazard Warranty to a majority of our Premium Fuel Program products including passenger, ultra-high performance, and light truck tire lines.

ROAD HAZARD PROTECTION

**PEACE OF MIND** that you can drive on.

## Get Started

1

### FILL OUT ENROLLMENT FORM

**A Kumho Representative or Distributor will assist in helping you fill out your Premium Fuel Enrollment online!**

2

### GET APPROVED

**Your Kumho Representative or Distributor will take care of getting you approved and confirmed.**

3

### LOGIN TO THE DEALER PORTAL

**After being approved, you will receive your Kumho portal login credentials in your email. Login to gain access to training, branding, the Kumho Store, and much more.**

### KUMHOPORTAL.COM

Our new dealer portal features a fresh new design that makes things easier and more convenient for navigating Premium Fuel performance and marketing collateral. All the support you will need to be a successful Premium Fuel Dealer is at your fingertips!

# Rewards

## NEW! ADD A SECONDARY DISTRIBUTOR

Beginning in 2026, Premium FUEL dealers may add a Secondary Distributor to their enrollment. All eligible purchases will be credited using a 75% / 25% Primary–Secondary split, providing greater flexibility and support for your business.

## Fuel Bonus

Once you reach a qualifying level each quarter, every purchased tire that is 18 inches or above will earn an additional $5. You can earn rewards with as few as 36 units, which is only 9 sets of tires per quarter!




## Hi-Octane Bonus



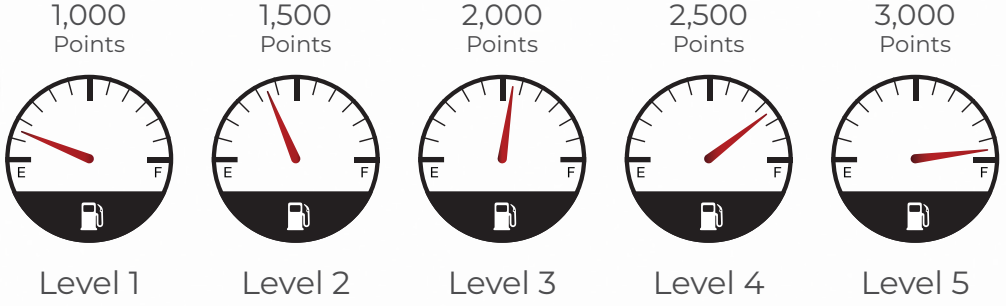

## Catch Up Bonus

*Dealers who enroll in Q2 or Q3 will have Catch Up Bonus unit tiers lowered by 25% and 50% respectively.

| Annual Units | 144-399 | 400-799 | 800-1199 | 1200-1599 | 1600+ |
|---|---|---|---|---|---|
| Payout Level | $2 | $4 | $5 | $6 | $7 |
| | Level 1 | Level 2 | Level 3 | Level 4 | Level 5 |

## Kumho Store Points

*Points earned in the program will expire two (2) years after the issue date. Points are also non-transferable and are void when an associate dealer is no longer enrolled in the Premium Fuel Program.



# Qualifying Products

## ECSTA

V730



SPORT




SPORT S




SPORT A/S




## SOLUS

TA91




TA51a




TA31




HA32




## CRUGEN

HP71




HT51

*Commercial sizes do not qualify for warranty.




## ROAD VENTURE

AT52




RT




MT71




## WINTERCRAFT

WP72



WS71



WI31



WS31



## Other

TA91 EV HP71 EV TA31 EV KH16 KH25 KL33 KL21 MT51 KL71

*Non-qualifying Kumho Tire Branded units will all count toward a dealer's quarterly volume for build rate. Only qualifying units will count towards earning a bonus. Each quarter, purchased quantities of eligible products will be multiplied by the per unit quarterly reward amount as determined by Dealer level during the quarter being calculated, and by the applicable product category. Quarterly rewards are paid only if the quarterly volume requirement is achieved. Quarterly rewards paid by check or via direct deposit in the 2nd month after the close of each quarter. Each quarter stands on its own where quarterly reward rate calculations are concerned.

# Program Details

## ASSOCIATE DEALER ELIGIBILITY

- Must be approved by Kumho Tire USA.
- Must be in good standing with current distributor.
- Dealers with multiple locations must have all locations enrolled to be eligible to participate.
- Must sign reseller agreement and remain compliant with unilateral pricing.
- Kumho has the right to withhold or modify any benefits under this program if the dealer is not in good standing with any program requirements, agreements, or policies.
- Beginning in 2026, Associate Dealers may designate a Primary Kumho Distributor and one optional Secondary Kumho Distributor as part of their Premium FUEL membership. All enrolled locations under the same ownership must select the same distributor(s).
- Eligible units and bonus payouts will be credited using a 75% / 25% split between the Primary and Secondary Distributor, respectively. Only eligible tires purchased through these designated distributors will qualify.

## DEALERS ARE NOT QUALIFIED TO PARTICIPATE SHOULD THEY FALL INTO ONE OF THE CATEGORIES BELOW

- Pure online tire sellers.
- Direct Kumho Tire retail dealers.
- Dealers with more than 10% in automobile sales.
- Dealers with more than 10% in wholesale sales.

## ANNUAL CATCH-UP BONUS STRUCTURE

The Premium FUEL Program bonus attainment is administered quarterly. Unit totals and payments will be independent from quarter to quarter. An annual catch-up bonus is also available and will be paid based on **the combined total units purchased through your designated Primary and (optional) Secondary Distributor(s)** for the full calendar year.

There are two ways to earn an annual catch-up bonus:

- If, at the end of the year, you fall into one of the annual catch-up tiers, Kumho Tire USA will pay out on eligible tires that did not earn a quarterly bonus.
- Upgrade all past quarters' earnings to higher payout levels based on your annual catch-up bonus tier, and Kumho will issue payment for the difference.
- If your **combined annual total reaches 144–399** eligible units → **$2/unit** purchased in earlier quarters that did not receive a payout.
- If your **combined annual total reaches 400–799** eligible units → Upgrade all previous Level 1 quarterly payouts to Level 2.
- If your **combined annual total reaches 800–1199** eligible units → Upgrade all previous Level 1 & 2 quarterly payouts to Level 3.
- If your **combined annual total reaches 1200–1599** eligible units → Upgrade all previous Level 1, 2 & 3 quarterly payouts to Level 4.
- If your **combined annual total reaches 1600+** eligible units → Upgrade all previous Level 1–4 quarterly payouts to Level 5.

## QUESTIONS

**Email** FUEL@kumhotireusa.com
**Dealer Portal** kumhoportal.com

## RECEIVING YOUR REWARDS

Within 30 days from the close of each quarter, your distributor will provide your Kumho Tire representative with the necessary paperwork to confirm total sales and eligible tire amounts. Rewards will be sent within 60 days of quarter close.

## TRANSFERRING DISTRIBUTORS

Associate Dealers must designate a Kumho distributor to enroll in this program. Dealers must remain with their selected distributor(s) for a minimum of 12 months before becoming eligible for a transfer.

To change your designated distributor(s):

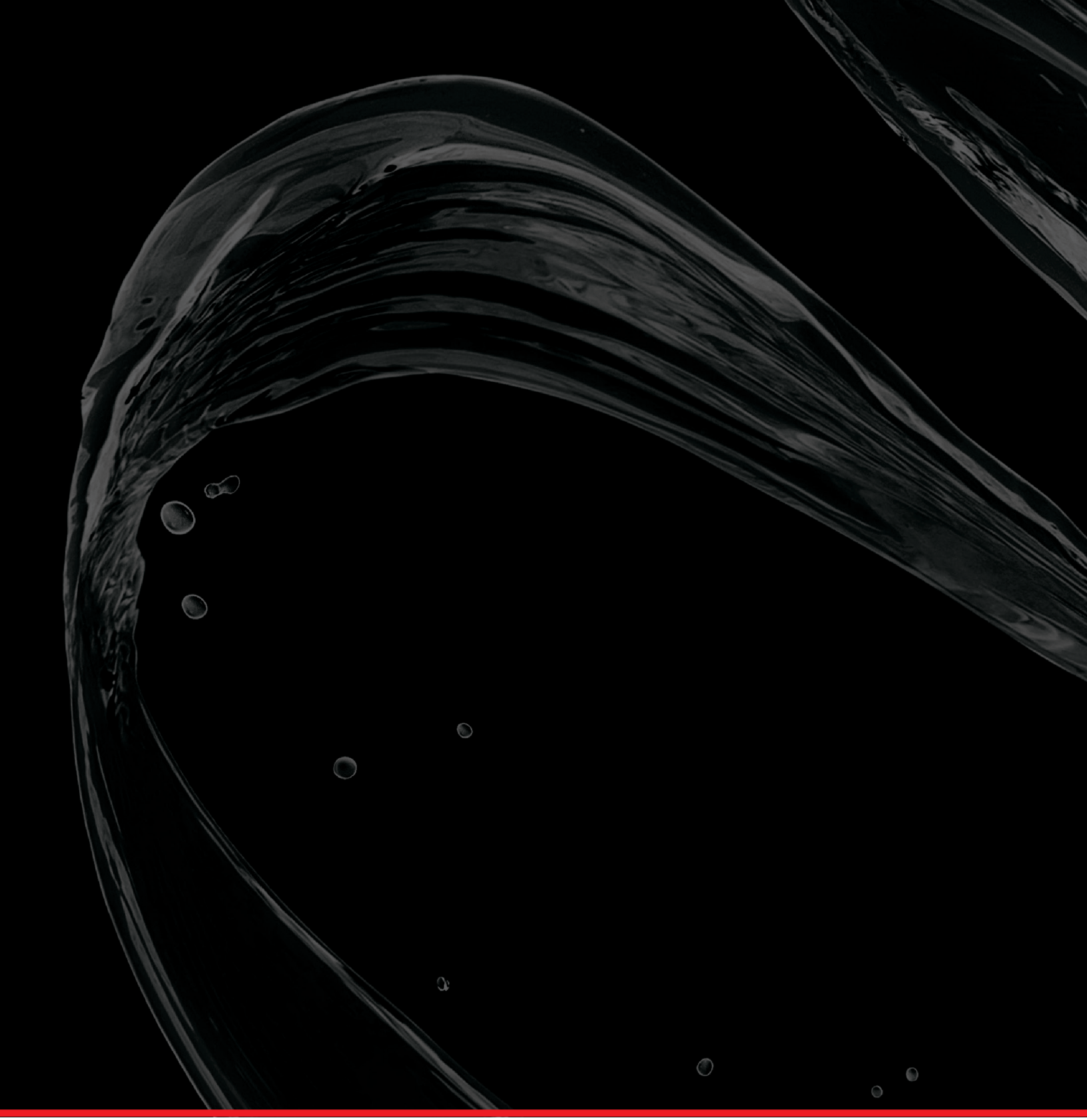
- Complete and submit the Distributor Change Form to Kumho Tire USA.
- Changes become effective two weeks from the date of approval by the appropriate Kumho sales representative
- Your current Primary and/or Secondary Distributor will be notified of the request.
- **Associate Dealers may change their distributor selections once every 12 months.**
- **If a Secondary Distributor has not previously been selected, one may be added at any time without waiting the 12-month period.**
- **If a distributor ceases participation in the program, Kumho may approve a replacement upon request and eligibility review.**

## ADDITIONAL GUIDELINES

- Complete the Associate Enrollment Form and return it to your Kumho Distributor.
- Unit totals and bonuses are paid only on tires eligible for the Premium FUEL Program.
- A minimum of 144 units per calendar year is required to remain enrolled.
- Eligible tires and payout levels are listed on pages 3–4
- Only units purchased through your designated Primary or Secondary Distributor will qualify for payouts.
- All bonuses are calculated per location. When multi-location totals are submitted as a combined volume, Kumho Tire USA will divide the units equally across all locations to determine quarterly and annual attainment.
- Associate Dealers joining mid-quarter will qualify for full quarterly bonuses on all purchases made during that quarter.

# Notes

# Notes



Kumho Tire USA Headquarters | 1001 Summit Blvd NE, Suite 1800
Atlanta, GA 30319 | T: 800-445-8646 | www.kumhotire.com

KUMHO TIRE

Kumho Tire USA | KumhoTireUSA | KumhoTireUSA | Kumho Tire USA