



TIRE TALK

PLANNING FOR A SUCCESSFUL 2025

MARCH SPECIAL
5%
DISCOUNT
on each order of 24
tires or more.

NOKIAN ASSOCIATE DEALER PROGRAM - NAD ATTAINMENT INCENTIVE



GREEN

200 TIRES
50 tires per quarter



BRONZE

400 TIRES
100 tires per quarter



SILVER

600 TIRES
150 tires per quarter



PIONEER

800 TIRES
200 tires per quarter

nokian TYRES	GREEN (200-399)	BRONZE (400-599)	SILVER (600-799)	PIONEER (800+)
Winter (Hakkapeliitta Only)	\$5.00	\$6.00	\$7.00	\$8.00
Light Truck	\$4.00	\$5.00	\$6.00	\$7.00
All-Weather	\$3.50	\$4.50	\$5.50	\$6.50
All-Season	\$3.50	\$4.00	\$4.50	\$5.00
All Nordman Products	\$2.00	\$2.00	\$2.00	\$2.00

- Dealer Locator – Google My Business NAD Flag appears
- Reporting & Dashboards
- Advertising Materials



WINTER



NOKIAN TYRES
HAKKAPELIITTA® R5, R5
EV, R5 SUV

LIGHT TRUCK



NOKIAN TYRES
OUTPOST® nAT

ALL WEATHER



NOKIAN TYRES
REMEDY® WRG5

ALL SEASON



NOKIAN TYRES
ONE®

NORDMAN



NORDMAN®
NORTH 9, 9 SUV



NOKIAN TYRES
HAKKAPELIITTA® R5, R5
EV, R5 SUV



NOKIAN TYRES
OUTPOST® APT



NOKIAN TYRES
SURPASS® AS01



NORDMAN®
SOLSTICE 4



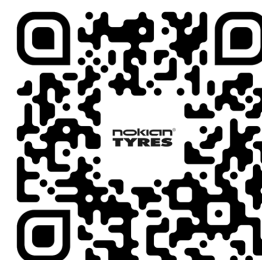
NOKIAN TYRES
HAKKAPELIITTA® LT3



NOKIAN TYRES
ONE® HT

**nokian
TYRES**

**SCAN QR CODE OR ASK YOUR
NORTHWEST TIRE REP FOR MORE DETAILS**



Scan and
sign up today!



LEVEL 1 (PCR/LTR)**UP TO \$5.00 PER TIRE**60 MIN. – 124 MAX.
UNITS PER QUARTER**LEVEL 2 (PCR/LTR)****UP TO \$9.00 PER TIRE**125 MIN. – 249 MAX.
UNITS PER QUARTER**LEVEL 3 (PCR/LTR)****UP TO \$12.00 PER TIRE**250 MIN. – 399 MAX.
UNITS PER QUARTER**LEVEL 4 (PCR/LTR)****UP TO \$13.00 PER TIRE**400 MIN. – 749 MAX.
UNITS PER QUARTER**LEVEL 5 (PCR/LTR)****UP TO \$14.00 PER TIRE**750+
UNITS PER QUARTER**TOYO TIRES****DRIVEN**
ASSOCIATE DEALER PROGRAM**2025 Q1 Tire Payout Levels****Sell 5 Toyo Tires a Week & Get Paid on the DRIVEN program!****Scan and
sign up today!****Program Benefits**

- ❖ Quarterly Bonus Incentives
- ❖ Annual Volume Bonus Incentives
- ❖ Annual CATCH-UP Advantage
- ❖ Added to our online dealer finder
- ❖ Access to comprehensive training & rewards
- ❖ Online Access 24/7 with dedicated customer support

Level 1PCR/LTR: 60-124
Commercial: 50-99**Up to \$5 per tire****Level 2**PCR/LTR: 125-249
Commercial: 100-149**Up to \$9 per tire****Level 3**PCR/LTR: 250-399
Commercial: 150-199**Up to \$12 per tire****Level 4**PCR/LTR: 400-749
Commercial: 150-199**Up to \$13 per tire****Level 5**

PCR/LTR: 750+

Up to \$14 per tire**ASK YOUR NORTHWEST TIRE REP FOR MORE DETAILS****LEVEL 1 (TBR)****UP TO \$12.00 PER TIRE**50 MIN. – 99 MAX.
UNITS PER QUARTER**LEVEL 2 (TBR)****UP TO \$16.00 PER TIRE**100 MIN. – 149 MAX.
UNITS PER QUARTER**LEVEL 3 (TBR)****UP TO \$20.00 PER TIRE**150 MIN. – 199 MAX.
UNITS PER QUARTER**LEVEL 4 (TBR)****UP TO \$25.00 PER TIRE**200+
UNITS PER QUARTER

2025 Associate Dealer Program



Sign Titan Associate Dealer Contract

Place a Minimum Order of \$5,000

Titan Strong Seller Levels (Uncapped - Annual Volume Incentive)

- **Lightweight:** \$60,000
1% AVI Payment
- **Middleweight:** \$180,000
2% AVI Payment
- **Heavyweight:** \$360,000
3% AVI Payment

Point of Sale Materials

- Dealer Launch kit
- Earned incentives at each marketing level
- Free literature and sales tools available

Product Training

Receive training for customers/employees of your dealership from an authorized Titan team member.

Uncapped Program

Be a part of the most lucrative program available. Unlike our competitors, there is no cap on how much you can earn.

Access to Dedicated Titan Inventory

Titan will maintain inventory at the Master Distributor; supported by Titan plant inventory.

Products Available

- Titan Farm Tires and Goodyear Farm Tires
- Titan OTR tires
- Low Sidewall Technology (LSW®) Products

Reporting and Payment

- Required quarterly reporting by Master Distributor
- Master Distributors will have a one month grace period at the end of every quarter to complete that quarter's sales submission
- Annual payout
- Titan will credit the Master Distributor for annual payments. The Master Distributor will then credit the Associate Dealer.



AgraEdge



AgraVantage



OptiTrac



OptiTorque



FloTrac Rib



HD2000II



**Farm – Commercial – Passenger –
Light Truck – Recreational – Retreads**
Your Complete Tire Supplier

Call Now 1-800-272-2308
Order Online at www.nwtw.net
Email: dealers@nwtire.com

SPRING SPECIALS

ROADX

RoadX SUV UX01

43 Sizes Available

Product #	Description	Price
1600341K	P245/60R18	\$79.00
1600348K	P245/55R19	\$94.00
1600313K	P255/55R20	\$89.00
1600317K	P275/40R21	\$99.00

RoadX MX440

54 Sizes Available

Product #	Description	Price
9630445K	P205/70R15	\$55.00
9630455K	P225/60R16	\$57.00
9630462K	P225/65R17	\$69.00
9630474K	P235/60R18	\$79.00

RoadX ATQX12

55 Sizes Available

Product #	Description	Price
1600092K	P235/75R15	\$79.00
1600101K	P265/75R16	\$99.00
1600100K	P265/70R17	\$99.00
1600098K	P265/65R18	\$109.00
1600121K	P275/55R20	\$119.00

RoadX R/T RX01

Product #	Description	Price
1600537K	LT265/70R17 10 Ply	\$119.00
1600543K	LT275/70R18 10 Ply	\$139.00
1600531K	LT37X12.50R20 10 Ply	\$189.00 + FET
1600519K	P285/45R22	\$129.00

March Commercial Specials



bandag
BUILT FOR BETTER



#388DR5B

11R22.5

DR5.3

Closed Shoulder

\$220.00



Closeout Special

#283DLTS

225/70R19.5

Bandag BDLT

\$145.00



Hub - Pilot Wheel

#225360P

22.5X8.25

A1 Polished Hub Pilot Wheel

\$219.00



Call Now 1-800-272-2308

Order Online at www.nwtw.net

Email: dealers@nwtire.com

All special offers expire March 31st, 2025

WHAT IS TORQUE?

Torque is the measurement of twisting force that is applied to a lug nut to create bolt tension.

WHAT IS CLAMPING FORCE?

Clamping force is the result of bolt tension and it is the physical property that holds the wheels on the vehicle.

DOES THE CORRECT TORQUE GUARANTEE THE CORRECT CLAMPING FORCE?

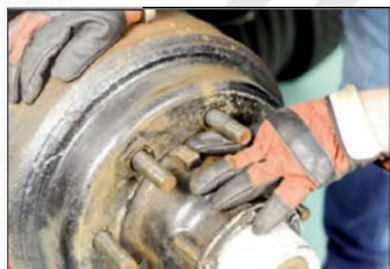
No. Clamping force cannot be measured in the field, so technicians must use the correct torque to approximate the amount of clamping force.

Since there are a number of factors that determine how much clamping force is generated per foot pound of torque, technicians should always **follow the RIST procedure** developed by the Tire Industry Association (TIA).



R

stands for
remove debris from
mating surfaces



I

stands for
inspect all of the
components



S

stands for
snug the lug nuts
in a star pattern



T

stands for
torque the fasteners
to specification



TORQUE SPECIFICATIONS

Hub-Pilot Wheel: 450-500 ft/lbs. oiled | Stud-Pilot Wheel: 450-500 ft/lbs. dry | Demountable Rim: 200-260 ft/lbs. dry

TIA is the industry leader in commercial truck tire and wheel service education. Since Occupational Safety and Health Administration (OSHA) Regulation 29 CFR 1910.177 requires training for all employees that service truck tires, fleets must make sure that every technician who installs, removes or handles truck tires in any way has compliant training. TIA developed the Fleet Tire Service OSHA Compliance Program so the trucking industry could provide in-house technician training that exceeds the minimum requirements established by 29 CFR 1910.177.

For more information on TIA training or the RIST procedure, visit TIA's website: <http://www.tireindustry.org/training.asp> or call 800-876-8376, ext. 106.

