

Dear Valued Customer,

We are announcing our **Apex Acceleration Promotion** for Q3. We appreciate your continued support of the Hankook ONE Program, and we hope that you find this to be a valuable addition to your business plan.

For this promotion, we are extending our previous enhancements and adding a new feature! This campaign is designed exclusively for ONE dealers and is scheduled to run from **July 1st - September 30th**. As a reminder, see the promotion details below:

- 1 **Raise the base payouts for Platinum dealers by an extra \$3 and Diamond dealers by an additional \$4.**
- 2 **Platinum and Diamond dealers earn an additional \$1 on Laufenn products.**
- 3 **Reduced minimum requirements to reach Silver Tier from 60 to 48 units.**

But wait, there's more! To maximize your ONE Dealer benefits, we're excited to announce additional rewards for your growth progress. In Q3, when you advance to the next tier, you'll receive these extra benefits on top of those earned from the **Apex Acceleration Promotion**:

	SILVER	GOLD	PLATINUM	DIAMOND
Quarter Volume	48-124	125-249	250-399	400+
Volume Reward	\$3	\$4	\$8	\$10
Earn an extra +\$2 on Premium Lines	\$5	\$6	\$10	\$12
Laufenn Journey in Style	\$1		\$2	
Growth Incentive	-	\$1	\$2	\$3/\$4

- **Silver → Gold = additional \$1**
- **Gold → Platinum = additional \$2**
- **Platinum → Diamond = additional \$3**
- **For current Diamond Tier Dealers, if you purchase 20% more over your last quarter, you will receive an additional \$4 per unit.**

Your partnership is integral to our success, and we look forward to achieving great things together in 2024! If you have any questions, please reach out to your Hankook Territory Manager.

Sincerely,



Ken Cho
Vice President of USA PC/LT Sales
Hankook Tire America Corp.

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FORMULA