



CUSTOMER FINANCING INTEGRATION NOW AVAILABLE FOR DRSG AND OTS

Customer financing options are available to make tire purchases and vehicle maintenance more manageable.* Financing can be seamlessly integrated with the Kia Tire Source Dynamic Retail Selling Guide® (DRSG™) and your Online Tire Store (OTS) to offer payment quotes for tires.

Integration is simple and offers these key dealer benefits:



Estimated payment quotes provide a solution to cost objections so you can close more sales and **increase overall service revenue.**



Tires are a key defection point, and the availability of financing **encourages customers to come back** to your dealership.



The quick and easy application process **builds customer confidence and satisfaction.**

According to a May 2020 Marketplace® poll,



41% of Americans said they could not pay an unexpected \$250 expense, and 59% said they could not pay an unexpected \$1,000 expense.

Tires can be an unexpected expense for customers, and financing helps make these purchases more accessible.

Don't miss out on another sale! To get started, follow the easy instructions below:

Sign up for financing directly through an approved Kia provider

Already signed up? Skip to the next section.

Once signup is complete, follow the steps below to enroll:

- **Log into the Kia Tire Source program website**
 - In the upper-right corner, locate **Menu > Manage Your Settings > Manage Selling Tools > Consumer Selling Preferences**
- **Navigate to the financing section** to configure your integration settings

Please note: By enrolling in the integration, you acknowledge that you already have an established fixed operations financing solution with one of the providers listed.

To have financing integration turned off, contact your account manager or visit the Consumer Selling Preferences section on the Kia Tire Source program website.



For more information, please reach out to your account manager, visit the Help section through Kia Tire Source through kdealer.com, or contact Kia Tire Source Program Headquarters at 866.KIA.TIRE.

*All credit offers, applications, and approvals are processed through and performed by a 3rd party, and not Dealer Tire, LLC, Kia Motors America, Inc., dealership, or any of their affiliated business entities.