

The **Nexus Trade Club Program** is a comprehensive, data-driven solution designed to help OEMs deliver sustainable, long-term growth in genuine parts sales. Through a combination of experienced aftermarket teams, advanced systems, and proven commercial tools, Trade Club enables OEMs to strengthen dealer engagement and drive incremental revenue.

### PROGRAM OUTCOMES

Trade Club delivers measurable parts sales growth through:

- Preferential pricing structures
- Targeted fast-moving parts programs
- Guaranteed dealer margins
- Structured, performance-led dealer engagement

With over **30 years of global automotive aftermarket experience**, Nexus Aftermarket partners with vehicle manufacturers to simplify trade-channel complexity and accelerate genuine parts performance.

Our Trade Club programs are built on the following core pillars:

### PEOPLE & EXPERTISE

Program success starts with the right people. Nexus works closely with OEM partners to design and resource Trade Club teams aligned to program scope and objectives.

- Recruitment of top-tier aftermarket and OEM professionals
- Structured training to proactively grow dealer sales
- Scalable field and head-office teams tailored to OEM requirements

### DATA & SYSTEMS

Trade Club is designed to make transactions simple, accurate, and efficient. Nexus integrates seamlessly with a wide range of DMS platforms using robust, proven processes.

- Real-time sales data extraction and validation
- Broad DMS integration for accurate pricing execution

- Centralised member and dealer database management
- Automated rebate calculation and reporting

### ONLINE SALES TOOLKIT (STK)

A fully configurable sales enablement platform providing actionable insight across dealers, field teams, and head office.

- KPI dashboards with detailed drill-downs
- "Is/Isn't Buying" analysis
- Member and matrix activity views
- Data quality and exception management tools
- Rebate, service, and performance reporting
- Field visit and CRM functionality

### MEMBER WEBSITE

Each Trade Club includes a branded member website supporting dealer participation and engagement:

- Online sign-up and access to price files
- Dealer locator functionality
- Purchase history (where available)
- Campaigns, promotions, and incentive communications

### MARKETING SUPPORT

Nexus supports OEMs and Trade Club teams with tailored program launch and ongoing communications, including:

- Launch collateral, guides, and training materials
- Email communications and dealer updates
- Creative services and campaign assets as required

### CONTACT

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