



Sales Campaign

26 May 2014

Update
26-5-14

“End of Financial Year Sale” Campaign (EOFYS) Big savings on great ATV's and Side-by-sides from Arctic Cat.

The farmers are out to make sure they get in for a deal before the end of financial year. This is what we are doing to help you to get to your customers with a deal.

- Additional 2013 models added the already existing 2013 model run outs.
- The additional models will feature as ride-away campaign pricing. We have provided a consideration for freight and PDI in the ride-away price build up.
- Targeted media and digital campaign (similar to facebook or google words)
- Arctic Cat Australia Facebook campaign
- Web banners for you own dealers website
- In Store Posters and Handlebar promos (including handlebar clip)
- Change of model reference. The “Stockman” name will be added to all ATV models replacing the “Core” name on Core models. For example 550 Core becomes Stockman 450 and the 550 XT becomes the Stockman 550 XT. Does not apply to unique vehicles such as TBX and Diesel.

2013 Models added to campaign and featuring in advertising with ride-away prices.

	MLP was	MLP now	Freight and PDI Consideration	Advertised Ride-away Price
Stockman 450	\$7,990	\$6,990	\$400	\$7,390
Stockman 550	\$9,990	\$8,990	\$400	\$9,390
Diesel 700	\$13,990	\$12,990	\$400	\$13,390
Prowler 550 XT	\$15,490	\$14,240	\$750	\$14,990

Arctic Cat Wildcat Models and savings

	MLP was	MLP now	Buyers Save
Wildcat	\$23,490	\$21,490	\$2,000 (1 only – assembled)
Wildcat X	\$25,990	\$23,990	\$2,000 (2 only remaining, both in crates)

For details about other models already on special refer to the specials bulletin “ Arctic 2013 Model Year Run Out” dated 20-1-2014 . You can find it on ACDC.

Important things to know

- MLP is the Manufacturers list price including GST but not including freight and PDI.
- This is for 2013 Model Year vehicles only and does not apply to 2014 Model Year bikes.
- Dealer Margin percentage is maintained at 15%
- Model year is identified by the 10th digit in the Vin, “D” designates 2013MY.
- Please be specific when placing your order. Special continues while stocks last.



Sales Campaign

Floor-stock Rebate

We will rebate your current floor-stock so you can be just as competitive with your existing stock. We will rebate the difference between your original invoice price and the new dealer price. The rebate continues to apply until all stock is retailed.

Rebates are managed after you have retailed the unit and after you have paid for the unit. Simply complete the information on the floor-stock rebate form and return it to our office. Please do not deduct the rebate from your payment due to GST requirements.

New orders from 23 May 2013 will be supplied at the reduced price so there will be no need to submit a claim.

National Advertising – All campaign materials will be progressively provided leading up to the June 1 campaign launch date.

The EOYFS campaign will promoted as follows...

- Heavily featured via our own website www.arcticcataustralia.com.au
- Also via our facebook page <https://www.facebook.com/ArcticCatAustralia>
- Posters and handlebar promoters with handlebar clips provided.
- Web banners for you website. As soon as they are completed, they will be put on ACDC for downloading and a bulletin / email will prompt you they are ready for collection.

Ordering

See attached order sheet. Simply fax back or scan and email to julie@psimporters.com.au

Best Regards
Simon Gloyne
Brand Manager

See also

- Floor-stock rebate form
- Order sheet
- New 2013 MY price list – Will be emailed direct from Julie to DP's.