

# MARKETING RESOURCES

As we said in the introduction, we spent 2015 sharpening our commitment to your success. And we really mean it. SnowWolf is dedicated to maximizing your success by driving traffic through your doors, and we do it in a multitude of ways.

## Dealer-Only Website Portal

Our new website now has a dealer-only resource section for authorized Silver, Gold and Platinum Dealers. Throughout the year, we'll continue to add tools there for you to use in marketing, sales, product training and more. Ask your SnowWolf rep for your login credentials.

## Public Website

We completely revamped our website in 2015, beginning with the process of maximizing its search engine optimization (SEO) so more prospects find SnowWolf and, by extension, your business. We also added more and better content and enhanced the user experience by improving the site's visual appeal and navigation.

## Social Media

SnowWolf now has a significant presence on social media channels, including Facebook, YouTube, Twitter and LinkedIn. In a short period of time, thousands of people have engaged with the SnowWolf brand through those platforms and many of them have given us "Likes" or become followers. Be sure to join them to keep up-to-date with our frequent posts and shares.

## National Advertising

SnowWolf has greatly increased our investment in print and online media in 2016, with advertising in Snow Business Magazine, PlowSite.com and other major snow-related outlets.

## Tradeshows

We'll be showcasing our sharp snow removal solutions, including a brand-new, game-changing innovation, to contractors from all over North America at key national tradeshows this season. Be sure to visit us at the SIMA Snow & Ice Symposium in Providence, RI, and the GIE+Expo in Louisville, KY..

Marketing Benefits by Tier	Bronze	Silver	Gold	Platinum
Free SnowWolf full-line catalogs	10, upon request	50, upon request	100, upon request	150, upon request
Free printed pricing guides	Yes	Yes	Yes	Yes
Dealer resource portal access		Yes	Yes	Yes
Dealer Locator – your location and status (Bronze, Silver, Gold or Platinum) with a link to your website		Yes	Yes	Yes
Lead generation calls and e-blasts to end users in your area		3rd priority	2nd priority	1st priority
Receive live sales leads from SnowWolf's lead generation activities		3rd priority	2nd priority	1st priority
Onsite tradeshow support from your SnowWolf rep				Yes, as available
Social media mentions per month			1	2

# PLATINUM TIER

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## WHOLE GOODS BASE DISCOUNT

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Pre-Season  
Net Order Requirement

**\$150K+**

Discount  
**30%**

## PARTS BASE DISCOUNT

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Pre-Season Net  
Order Requirement

**2%** of whole goods net order

Discount  
**40%**

## PRE-SEASON DELIVERY DISCOUNTS

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August Delivery

**10%**

September Delivery

**7%**

## PRE-SEASON FREIGHT INCENTIVE

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**FREE**

To up to three delivery points in the continental USA. Additional locations can be added for extra cost.

## OTHER PLATINUM BENEFITS

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- Authorized Platinum Dealer status on SnowWolfPlows.com
- Up to 7.7% pricing advantage over GOLD Dealers
- See Marketing Resources page for additional benefits

## PAYMENT DISCOUNTS

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Prepayment\*

**5%**

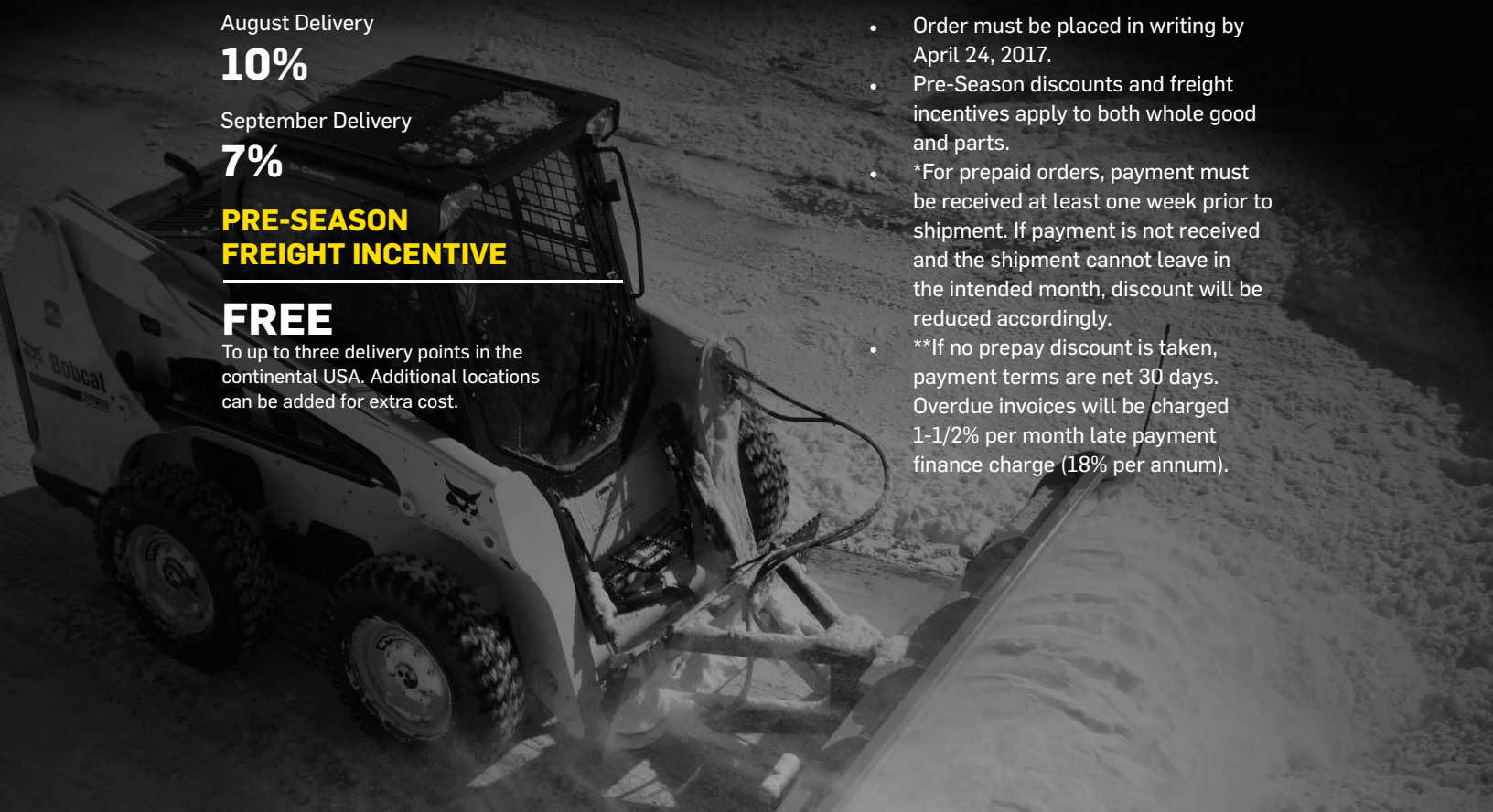
Net 10 Days (OAC)\*\*

**1%**

## TERMS

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- Order must be placed in writing by April 24, 2017.
- Pre-Season discounts and freight incentives apply to both whole good and parts.
- \*For prepaid orders, payment must be received at least one week prior to shipment. If payment is not received and the shipment cannot leave in the intended month, discount will be reduced accordingly.
- \*\*If no prepay discount is taken, payment terms are net 30 days. Overdue invoices will be charged 1-1/2% per month late payment finance charge (18% per annum).



# GOLD TIER

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## WHOLE GOODS BASE DISCOUNT

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Pre-Season  
Net Order Requirement

**\$75 – 150K**

Discount

**26%**

## PARTS BASE DISCOUNT

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Pre-Season Net  
Order Requirement

**2%** of whole goods net order

Discount

**36%**

## PRE-SEASON DELIVERY DISCOUNTS

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August Delivery

**9%**

September Delivery

**6%**

## PRE-SEASON FREIGHT INCENTIVE

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**FREE**

To up to two delivery points in the continental USA. Additional locations can be added for extra cost.

## OTHER GOLD BENEFITS

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- Authorized Gold Dealer status on SnowWolfPlows.com
- Up to 6.2% pricing advantage over SILVER Dealers
- See Marketing Resources page for additional benefits

## PAYMENT DISCOUNTS

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Prepayment\*

**5%**

Net 10 Days (OAC)\*\*

**1%**

## TERMS

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- Order must be placed in writing by April 14, 2017.
- Pre-Season discounts and freight incentives apply to both whole good and parts.
- \*For prepaid orders, payment must be received at least one week prior to shipment. If payment is not received and the shipment cannot leave in the intended month, discount will be reduced accordingly.
- \*\*If no prepay discount is taken, payment terms are net 30 days. Overdue invoices will be charged 1-1/2% per month late payment finance charge (18% per annum).

# SILVER TIER

## WHOLE GOODS BASE DISCOUNT

Pre-Season  
Net Order Requirement

**\$35 – 75K**

Discount  
**22%**

## PARTS BASE DISCOUNT

Pre-Season Net  
Order Requirement

**2%** of whole goods net order

Discount  
**32%**

## PRE-SEASON DELIVERY DISCOUNTS

August Delivery

**8%**

September Delivery

**5%**

## PRE-SEASON FREIGHT INCENTIVE

**FREE**

To a single delivery point in the continental USA. Additional locations can be added for extra cost.

## OTHER SILVER BENEFITS

- Authorized Silver Dealer status on SnowWolfPlows.com
- Up to 12.3% pricing advantage over BRONZE Dealers
- See Marketing Resources page for additional benefits

## PAYMENT DISCOUNTS

Prepayment\*

**5%**

Net 10 Days (OAC)\*\*

**1%**

## TERMS

- Order must be placed in writing by April 14, 2017.
- Pre-Season discounts and freight incentives apply to both whole goods and parts.
- \*For prepaid orders, payment must be received at least one week prior to shipment. If payment is not received and the shipment cannot leave in the intended month, discount will be reduced accordingly.
- \*\*If no prepay discount is taken, payment terms are net 30 days. Overdue invoices will be charged 1-1/2% per month late payment finance charge (18% per annum).

# BRONZE TIER

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## WHOLE GOODS BASE DISCOUNT

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Pre-Season  
Net Order Requirement

**Under \$35K**

Discount

**12%**

## PARTS BASE DISCOUNT

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Discount

**22%**

## PRE-SEASON DELIVERY DISCOUNTS

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August Delivery

**7%**

September Delivery

**4%**

## PAYMENT DISCOUNTS

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Prepayment\*

**5%**

Net 10 Days (OAC)\*\*

**1%**

## TERMS

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- Order must be placed in writing by April 24, 2017.
- \*For prepaid orders, payment must be received at least one week prior to shipment. If payment is not received and the shipment cannot leave in the intended month, discount will be reduced accordingly.
- \*\*If no prepay discount is taken, payment terms are net 30 days. Overdue invoices will be charged 1-1/2% per month late payment finance charge (18% per annum).

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# 2017 PRE-SEASON INTRODUCTION

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## LEAD YOUR PACK

### Get Ready with our Preseason Discounts!

Great leaders plan ahead. When it's time to move, they're ready.

That's what our pre-season program is all about. We'll help you prepare for the first customer of the new season who walks through your front door and the pack that's sure to follow him in.

It's an exciting time to be a SnowWolf dealer. Everything we did in 2015 was to sharpen our **commitment to your success**, beginning with the launch of new branding and marketing that will pay dividends in leads, inquiries and customers (see the Marketing Resources pages for more details).

But we're far from content. To continue building momentum, our beefed-up engineering team is working on more than a dozen trailblazing innovations and products. We're also pursuing patents for our innovations and products to keep the predators off your heels.

Speaking of which, we'd like to call your attention to the revolutionary, patent-pending QuattroPlow™. The introductory brochure and video will convince you that it's not like anything you've ever seen before. It's revolutionary. Your SnowWolf rep will be happy to explain how **the QuattroPlow™ will sharpen your edge over your competitors and drive new leads to your dealership.**

Look over the program. Follow your instincts. And get ready to Lead Your Pack.

Best Regards,



Mark Holman  
Director/ General Manager