

# ADVANTAGES & VALUES

Get with the program! Become a Bushwacker Authorized Reseller.

## VALUABLE CUSTOMER REFERRALS

- Nationwide 800 hotline
- Online dealer locator

## IMPORTANT UPDATES

- Broadcast fax, e-mail, & mail-out programs
- Instant delivery of new releases, updates, and promotions

## SPECIALIZED MARKETING MATERIALS

- Access to information instantly from our website, download Application Guide, Jobber, images, logos, etc.
- POP's: "Point of Purchase" displays
- Catalogs, sell sheets, brochures
- Door decals

## REGULAR VISITS FROM YOUR PD PARTNER MANAGER

- Updating in store merchandising
- Updating catalogs
- In store training on new products

## CONTINUED CONTACT VIA PHONE BY YOUR PD PARTNER MANAGER

- Q&A sessions
- Promoting new product launches
- Offering marketing materials as needed



BECOME AN AUTHORIZED  
RESELLER AT:

[bushwacker.com](http://bushwacker.com)





# RESELLER AUTHORIZATION PROGRAM

## Unilateral Minimum Advertised Price Policy

### A MULTI-STEP APPROACH TO MANAGE AND COMPETE IN A DYNAMIC MARKETPLACE

SUSTAINABLE  
DEALER MARGINS

HEALTHY  
CHANNEL GROWTH

INCREASED  
BRAND EQUITY

- Creation of a transparent Authorized Reseller Network
- Limited and qualified online resellers
- UMAP for stabilized advertised pricing
- Firm action against unauthorized online resellers
- Policy limitations on third party resellers
- Provides a Reseller Authorization Program - qualifying resellers in all channels

### BENEFITS OF MEMBERSHIP INCLUDE:

- Membership identification certificate
- Door decal, confirming you are an Bushwacker Authorized Reseller
- Listing on the Bushwacker website as an Authorized Reseller
- Access to Bushwacker's photo library and ads on our Authorized Reseller site
- Ability to receive new product listings as they are released
- Advance notice of any Bushwacker promotions and special incentives



**BUSHWACKER, THE LEADING MANUFACTURER OF AUTOMOTIVE FENDER FLARES, BEDRAIL AND TAILGATE CAPS, VALUES ITS BRAND IMAGE AND HAS A COMMITTED BASE OF RESELLERS.** In light of these values, Bushwacker has launched its Authorized Reseller program. This program includes an agreement with each reseller which prohibits; transshipping, international sales, and online sales (without specific approval) with a wholly separate Unilateral Minimum Advertised Price Policy.

Bushwacker envisions that together our Authorized Reseller Program and our Unilateral Minimum Advertised Price Policy will stabilize dealer margin while allowing Bushwacker to limit unauthorized sales. Bushwacker values our strong retail partnerships and has taken this step to help ensure our customers' experience is enhanced buying from only our Authorized Resellers.

**FOR MORE INFORMATION OR QUESTIONS ABOUT OUR POLICIES OR RESELLER PROGRAMS CONTACT:**  
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*Selling the best only gets better!*