



IT PAYS TO INSTALL

PROGRAM RUNS 1/1/17 TO 6/30/17

Draw-Tite® · Reese® · Tekonsha® Towing Products

Cequent Performance Products offers a selection of some of the most well-known brands in the towing industry. **Beginning January 1, 2017, your installations pay additional dividends and offer a significant opportunity for future sales.**

Here are the details...

- For the period **January 1, through June 30, 2017**, installation of selected towing products will allow you to receive a cash rebate.
- **If you install a Tekonsha® brand brake control*** at the same time, you will receive even more!

*Also includes Draw-Tite 20191 I-STOP IQ

A rebate for you and a potential follow-on sale... here is how it works:

- 1 Contact your Distributor, Cequent Program Coordinator or go to <http://www.towingproducts.net>** to request program materials.
- 2 You sell and install** eligible towing products from the list below. After each installation you fax the following to (734) 656-0109, Attn: It Pays To Install. **1) THE COMPLETED CUSTOMER INFORMATION FORM, 2) REBATE REDEMPTION FORM, AND 3) PAID PROOFS OF SALE.** Note: the installation of a Tekonsha® brake control on the same invoice must be clearly marked.
- 3 Sit back and let us go to work.** On April 1 and on July 1, 2017 Cequent Performance Products will tally your submissions for each preceding quarter (3 months).
 - We will send you an installation rebate check for all the qualified installations you made for that 3 month period no later than April 20, then July 20 respectively. There is no limit to the number of installations you submit as long as they occur between January 1, 2017 and June 30, 2017.

**INSTALLATION INCENTIVE:
Get up to \$37 back per installation!**

ELIGIBLE PRODUCT(S) <i>No rebate for just brake control installation</i>	HITCH ONLY	HITCH AND 9030 VOYAGER®	HITCH AND 90160 PRIMUS™ IQ 20191 I-STOP™ IQ	HITCH AND 90190 PRODIGY® P2 90195 P3®	HITCH AND 90250 PRODIGY® RF TRAILER MOUNT BRAKE CONTROL
Reese® Goose Box	\$20	\$25	\$27	\$32	\$37
Draw-Tite® HAG or Underbed Gooseneck Hitch	\$20	\$25	\$27	\$32	\$37
Any Reese® Elite™ Fifth Wheel including Sliders	\$18	\$23	\$25	\$30	\$35
Reese® or Draw-Tite® Trunnion, Round Bar, SC or Strait-Line WD Hitch System	\$14	\$19	\$21	\$26	\$31
Any Reese® or Draw-Tite® Fifth Wheel including Sliders	\$14	\$19	\$21	\$26	\$31

Questions? Please call the **IT PAYS** Program Coordinator at Cequent Performance Products, (734) 656-3003

Thank you for your business! See redemption form for program rules and details.

Rebates for installations are on specific Draw-Tite, Reese and Tekonsha items (as no hitch = no brake control bonus). Installations are subject to independent verification. Participation requires compliance of all Cequent Performance Products policies.





IT PAYS TO INSTALL

Request Program Materials

IT'S A CASH REBATE FOR YOU

and a potential follow-on sale... here is how it works:

- 1 CONTACT YOUR DISTRIBUTOR OR PROGRAM COORDINATOR!**
Fill out the information requested on this and return by mail, fax or online at <http://www.towingproducts.net> for program materials. Please note - login user name and password required for online material request. Need one? Just contact your salesman or Angela Howard at ahoward@cequentgroup.com to request yours.
- 2 YOU SELL AND INSTALL**
Towing products from the list of eligible products. After installation you fax required documentation to the IT PAYS program.
- 3 SIT BACK AND LET US GO TO WORK.**
On April 1 and on July 1, 2017 Cequent Performance Products will tally your submissions for each preceding quarter (3 months).



YES PLEASE SEND
the IT PAYS program materials.

PLEASE PRINT

COMPANY

CONTACT

STREET ADDRESS

CITY

STATE/PROVINCE

ZIP

PHONE

FAX

EMAIL

DISTRIBUTOR

IT PAYS

TO INSTALL

Draw-Tite®

Reese®

Tekonsha®

Towing Products

FAX completed form to:

(734) 656-0109

Attn: IT PAYS

Program Coordinator

or MAIL completed form to:

Cequent IT PAYS

Redemption Center

Attn: Program Coordinator

47912 Halyard Dr., Ste. 100

Plymouth, MI 48170

Program runs
January 1, 2017
to June 30, 2017

