



IT PAYS TO INSTALL

PROGRAM RUNS 1/1/12 TO 6/30/12

BULLDOG® · Draw-Tite® · Pro Series™ 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, 2012, 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, 2012**, 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!
- After the sale the retail customer that makes the purchase will then receive an acknowledgement of their transaction and coupons good for additional Cequent Performance items that are only redeemable by you.

*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, 2012 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 and June 30, 2012.
 - Every retail customer submitted during the program period will receive an acknowledgement of their purchase and a copy of their product warranty.

**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 90185 PRODIGY® P2 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 BULLDOG® Underbed Gooseneck Hitch	\$20	\$25	\$27	\$32	\$37
Any Reese® Elite™ Fifth Wheel including Sliders	\$18	\$23	\$25	\$30	\$35
Any Reese® Strait-Line® Hitch	\$14	\$19	\$21	\$26	\$31
Any Reese® or Draw-Tite® Fifth Wheel including Sliders	\$14	\$19	\$21	\$26	\$31
Any Pro Series™ Fifth Wheel including Sliders, Weight Distribution System or Gooseneck	\$7	\$12	\$14	\$19	\$24

Here is the bonus!

Your submitted customers will also receive printed coupons valid until Sept. 30, 2012 on selected items from the Cequent Performance Products family of brands that are exclusively redeemable by you!

- Coupons will be for specific Cequent products and will reflect your business name as the only place for redemption.
- Coupons will need to be submitted for redemption no later than November 30, 2012 for reimbursement by Cequent Performance Products.
- Coupon submissions are subject to random audit as defined by law and may require proof of your purchase.

Questions?

Please call the **IT PAYS** Program Coordinator at Cequent Performance Products, 734-656-3131

Thank you for your business!

See redemption form for program rules and details.

Rebates for installations are on specific Tekonsha, Reese, Bulldog, Pro Series and Draw-Tite items. Installations are subject to independent verification. Retail coupons have no cash value to the consumer except as a discount on their purchase of a specific item and are not available where prohibited by law. Coupon submissions by program dealer/installers with a business identification other than their own will not be honored and will be forfeited.





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 Doug Anderson at daanderson@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, 2012 Cequent Performance Products will tally your submissions for each preceding quarter (3 months).

IT PAYS

TO INSTALL

BULLDOG® · Draw-Tite®
Pro Series™ · Reese®
Tekonsha®
 towing products



BONUS!

Your submitted customers will also receive printed coupons valid until Sept. 30, 2012 on selected items from the Cequent Performance Products family of brands that are exclusively redeemable by you!

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
 PO Box 40
 Coldwater, MI 49036



PLEASE SEND the IT PAYS program materials.

PLEASE PRINT

COMPANY

CONTACT

STREET ADDRESS

CITY

STATE/PROVINCE

ZIP

PHONE

FAX

EMAIL

DISTRIBUTOR

Program runs
Jan. 1 to
June 30, 2012





IT PAYS TO INSTALL

Customer Information (Required)

COMPANY NAME _____ PHONE _____

COMPANY ADDRESS _____ CITY, STATE/PROVINCE, ZIP _____

DISTRIBUTOR _____

▶ Visit <http://www.towingproducts.net> for additional forms.

IT PAYS

TO INSTALL

FAX the completed
Rebate Redemption Form,
the Customer Information Form,
and your Paid Proofs of Sale to:

734-656-0109

Attn: IT PAYS
Program Coordinator

or **MAIL** to:

Cequent IT PAYS
Redemption Center
Attn: Program Coordinator
PO Box 40
Coldwater, MI 49036

1

CONSUMER NAME _____	CONSUMER PHONE _____
ADDRESS _____	FAX, IF APPLICABLE _____
CITY, STATE/PROVINCE, ZIP _____	EMAIL _____

2

CONSUMER NAME _____	CONSUMER PHONE _____
ADDRESS _____	FAX, IF APPLICABLE _____
CITY, STATE/PROVINCE, ZIP _____	EMAIL _____

3

CONSUMER NAME _____	CONSUMER PHONE _____
ADDRESS _____	FAX, IF APPLICABLE _____
CITY, STATE/PROVINCE, ZIP _____	EMAIL _____

4

CONSUMER NAME _____	CONSUMER PHONE _____
ADDRESS _____	FAX, IF APPLICABLE _____
CITY, STATE/PROVINCE, ZIP _____	EMAIL _____

5

CONSUMER NAME _____	CONSUMER PHONE _____
ADDRESS _____	FAX, IF APPLICABLE _____
CITY, STATE/PROVINCE, ZIP _____	EMAIL _____

RULES

- | | | |
|---|---|---|
| 1 Must provide Customers full name and address | 5 Submissions can be scanned and faxed but hard copy may be required | Please include copies of all installation receipts from consumer purchases. (Paid proofs of sale required.) |
| 2 Must provide a register receipt or paid bill of sale | 6 All participants are subject to audit | |
| 3 Checks issued by the 20th of the month after quarter end | 7 Customer will receive a thank you page of coupons redeemable at your location from Cequent Performance Products | |
| 4 Brake Control only installations = No rebate allowed | | |

Program runs
Jan. 1 to
June 30, 2012



IT PAYS Rebate Redemption Form



TO INSTALL

Fax to 734-656-0109
Attn: IT PAYS Program Coordinator

- 1) this completed Rebate Redemption Form
- 2) the Customer Information Form (required)
- 3) copies of your Paid Proofs of Sale (required)

Installation date must be between 1/1/2012 and 6/30/2012

COMPANY NAME

COMPANY ADDRESS

CITY, STATE/PROVINCE, ZIP

PHONE NUMBER

Note: All rebates subject to the program rules, paid by the 20th of the month after the quarter end and are awarded in US dollars. Program is void where prohibited by law.

PART	DESCRIPTION	BASE REBATE	QUANTITY INSTALLED
6300	Draw-Tite® Remov-A-Ball® Gooseneck Platform (2-5/16" ball included)	\$20	
8339	Draw-Tite® Fold-Down Gooseneck Platform (2-5/16" ball included)	\$20	
9460	Draw-Tite® Hide-A-Goose™ Gooseneck Wide Head	\$20	
9460-xx	Draw-Tite® Hide-A-Goose™ Gooseneck Complete Kit	\$20	
9464	Draw-Tite® Hide-A-Goose™ Gooseneck Wide Head	\$20	
9464-xx	Draw-Tite® Hide-A-Goose™ Gooseneck Complete Kit	\$20	
9465	Draw-Tite® Hide-A-Goose™ Gooseneck Narrow Head	\$20	
9465-xx	Draw-Tite® Hide-A-Goose™ Gooseneck Complete Kit	\$20	
630044	Bull Dog® Remov-A-Ball® Gooseneck Platform (2-5/16" ball included)	\$20	
9470	Bull Dog® Under-Bed Gooseneck Wide Head	\$20	
9470-xx	Bull Dog® Under-Bed Gooseneck Complete Kit	\$20	
9474	Bull Dog® Under-Bed Gooseneck Wide Head	\$20	
9474-xx	Bull Dog® Under-Bed Gooseneck Complete Kit	\$20	
9475	Bull Dog® Under-Bed Gooseneck Narrow Head	\$20	
9475-xx	Bull Dog® Under-Bed Gooseneck Complete Kit	\$20	
30126	Reese® Elite™ Rail Kit (Ford)	\$20	
30138	Reese® Elite™ Gooseneck Head with Pop-In™ 2-5/16" Ball (Ford)	\$20	
30138-xx	Reese® Elite™ Gooseneck w Pop-In™ /Fifth Wheel (Ford) Complete Kit	\$20	
30158	Reese® Elite™ Gooseneck Head with Pop-In™ 2-5/16" Ball (GM & Dodge)	\$20	
30158-xx	Reese® Elite™ Gooseneck w Pop-In™ /Fifth Wheel (GM & Dodge) Complete Kit	\$20	
30845	Reese® Elite™ Gooseneck	\$20	
30852	Reese® Elite™ Rail Kit (Dodge)	\$20	
30868	Reese® Elite™ Rail Kit (GM)	\$20	
94622	Reese® Goose Box™	\$20	
58079	Reese® Above-Bed 25K Gooseneck	\$20	

QUANTITY INSTALLED _____
x \$20 EACH = \$ _____

30142	Reese® Elite™ Series Fifth Wheel 18K - Preassembled - (Rails Sold Separately)	\$18	
30143	Reese® Elite™ Series Fifth Wheel 25K - Preassembled - (Rails Sold Separately)	\$18	
30144	Reese® Elite™ Series Fifth Wheel 18K w/Slider Unit - Preassembled - 90° Adapter Harness	\$18	

QUANTITY INSTALLED _____
x \$18 EACH = \$ _____

30033	Reese® 22K Fifth Wheel - (Rails Sold Separately)	\$14	
30047	Reese® 16K Fifth Wheel - (Rails Sold Separately)	\$14	
30051	Reese® 16K Fifth Wheel w/Square Tube Slider - (Rails Sold Separately)	\$14	
30054	Reese® 30K Low Profile Fifth Wheel Hitch	\$14	
30075	Reese® 16K Fifth Wheel w/Round Tube Slider - (Rails Sold Separately)	\$14	
30081	Reese® 20K Fifth Wheel - (Rails Sold Separately)	\$14	
30083	Reese® 20K Fifth Wheel w/Round Tube Slider - (Rails Sold Separately)	\$14	
30084	Reese® 20K Fifth Wheel w/Square Tube Slider - (Rails Sold Separately)	\$14	
30866	Reese® R16 Fifth Wheel - (Rail Kit Sold Separately)	\$14	
30867	Reese® R20 Fifth wheel - (Rail Kit Sold Separately)	\$14	
30869	Reese® R16 Fifth wheel with Slider - (Rail Kit Sold Separately)	\$14	
30870	Reese® R20 Fifth wheel with Slider - (Rail Kit Sold Separately)	\$14	
40119	Draw-Tite® 16K Select Series Fifth Wheel w/Round Tube Slider - (Rails Sold Separately)	\$14	
3201	Draw-Tite® Round Bar 600 lbs. Weight Distribution	\$14	
6021	Draw-Tite® 22K Select Series Fifth Wheel - (Rails Sold Separately)	\$14	
6032	Draw-Tite® 16K Select Series Fifth Wheel - (Rails Sold Separately)	\$14	
6033	Draw-Tite® 16K Select Series Fifth Wheel w/Square Tube Slider - (Rails Sold Separately)	\$14	
3201 xx	Draw-Tite® Round Bar 600 lbs. Weight Distribution w/Shank	\$14	
3202	Draw-Tite® Round Bar 800 lbs. Weight Distribution	\$14	
3202 xx	Draw-Tite® Round Bar 800 lbs. Weight Distribution w/Shank	\$14	
3203	Draw-Tite® 1200 lbs. Weight Distribution	\$14	
3203 xx	Draw-Tite® 1200 lbs. Weight Distribution w/Shank	\$14	
7901	Draw-Tite® Trunnion 600 lbs. Weight Distribution	\$14	
7901 xx	Draw-Tite® Trunnion 600 lbs. Weight Distribution w/Shank	\$14	
7902	Draw-Tite® Trunnion 800 lbs. Weight Distribution	\$14	
7902 xx	Draw-Tite® Trunnion 800 lbs. Weight Distribution w/Shank	\$14	

PART	DESCRIPTION	BASE REBATE	QUANTITY INSTALLED
7903	Draw-Tite® Trunnion 1200 lbs. Weight Distribution	\$14	
7903 xx	Draw-Tite® Trunnion 1200 lbs. Weight Distribution w/Shank	\$14	
61009	Reese® Round Bar 1200 lbs. Weight Distribution w/Shank	\$14	
65509	Reese® Round Bar 600 lbs. Weight Distribution w/Shank	\$14	
66020	Reese® Trunnion 600 lbs. Weight Distribution	\$14	
66021	Reese® Trunnion 800 lbs. Weight Distribution	\$14	
66022	Reese® Trunnion 1200 lbs. Weight Distribution	\$14	
66065	Reese® Round Bar 600 lbs. Weight Distribution	\$14	
66066	Reese® Round Bar 800 lbs. Weight Distribution	\$14	
66067	Reese® Round Bar 1200 lbs. Weight Distribution	\$14	
66072	Reese® Strait-Line™ 600 lbs. Trunnion Bar	\$14	
66073	Reese® Strait-Line™ 800 lbs. Trunnion Bar	\$14	
66074	Reese® Strait-Line™ 1200 lbs. Trunnion Bar	\$14	
66075	Reese® Strait-Line™ 1700 lbs. Trunnion Bar	\$14	
66076	Reese® Strait-Line™ 600 lbs. Round Bar	\$14	
66077	Reese® Strait-Line™ 800 lbs. Round Bar	\$14	
66078	Reese® Strait-Line™ 1200 lbs. Round Bar	\$14	
66082	Reese® Strait-Line™ 600 lbs. Trunnion Bar w/Shank	\$14	
66083	Reese® Strait-Line™ 800 lbs. Trunnion Bar w/Shank	\$14	
66084	Reese® Strait-Line™ 1200 lbs. Trunnion Bar w/Shank	\$14	
66086	Reese® Strait-Line™ 600 lbs. Round Bar w/Shank	\$14	
66087	Reese® Strait-Line™ 800 lbs. Round Bar w/Shank	\$14	
66088	Reese® Strait-Line™ 1200 lbs. Round Bar w/Shank	\$14	
66130	Reese® Strait-Line™ 1500 lbs. Trunnion Bar	\$14	
66131	Reese® Trunnion 1500 lbs. Weight Distribution	\$14	
66151	Reese® SC 600 lbs. Hitch Kits w/Shank	\$14	
66153	Reese® SC 800 lbs. Hitch Kits w/Shank	\$14	
66155	Reese® SC 1200 lbs. Hitch Kits w/Shank	\$14	
66157	Reese® SC 1500 lbs. Hitch Kits w/Shank	\$14	
66540	Reese® Trunnion 600 lbs. Weight Distribution w/Shank	\$14	
66541	Reese® Trunnion 800 lbs. Weight Distribution w/Shank	\$14	
66542	Reese® Trunnion 1200 lbs. Weight Distribution w/Shank	\$14	
67509	Reese® Round Bar 800 lbs. Weight Distribution w/Shank	\$14	

QUANTITY INSTALLED _____

x \$14 EACH = \$ _____

30056	Pro Series™ 15K Head & Center Section & Legs & 4-Bolt Rails	\$7	
30076	Pro Series™ 15K Head & Center Section & Legs & Square Tube Slider & 4-Bolt Rails	\$7	
30089	Pro Series™ 16K Head & Center Section & Legs - (Rails Sold Separately)	\$7	
30090	Pro Series™ 16K Head & Center Section & Legs & 4-Bolt Rails	\$7	
30091	Pro Series™ 16K Head & Center Section & Legs & Square Tube Slider & 4-Bolt Rails	\$7	
30093	Pro Series™ 16K Head & Center Section & Legs - (Rails Sold Separately)	\$7	
30094	Pro Series™ 15K Head & Center Section & Square Tube Slider - (Rails Sold Separately)	\$7	
30096	Pro Series™ 16K Head & Center Section & Square Tube Slider - (Rails Sold Separately)	\$7	
30099	Pro Series™ 15K Head & Center Section - (Legs, Rails Sold Separately)	\$7	
30118	Pro Series™ 20K Head & Center Section - (Legs, Rails Sold Separately)	\$7	
30119	Pro Series™ 20K Head & Center Section & Legs - (Rails Sold Separately)	\$7	
30120	Pro Series™ 20K Head & Center Section & Legs & 4-Bolt Rails	\$7	
30121	Pro Series™ 20K Head & Center Section & Square Tube Slider - (Rails Sold Separately)	\$7	
30122	Pro Series™ 20K Head & Center Section & Square Tube Slider & 4-Bolt Rails	\$7	
30128	Pro Series™ 15K Head & Center Section & Legs & 10-Bolt Rails	\$7	
30129	Pro Series™ 15K Head & Center Section & Legs & Square Tube Slider & 10-Bolt Rails	\$7	
30130	Pro Series™ 16K Head & Center Section & Legs & 10-Bolt Rails	\$7	
30131	Pro Series™ 16K Head & Center Section & Legs & Square Tube Slider & 10-Bolt Rails	\$7	
30132	Pro Series™ 20K Head & Center Section & Legs & 10-Bolt Rails	\$7	
30854	Pro Series™ 16K Fifth Wheel Hitch w/Dual Jaw System - (Legs & Rail Kit Sold Separately)	\$7	
49080	Pro Series™ Above-Bed 25K Gooseneck	\$7	
49568	Pro Series™ Round Bar (RB2) 600 lbs. Weight Distribution w/Shank	\$7	
49569	Pro Series™ Round Bar (RB2) 800 lbs. Weight Distribution w/Shank	\$7	
49570	Pro Series™ Round Bar (RB2) 1200 lbs. Weight Distribution w/Shank	\$7	
49585	Pro Series™ Trunnion 600 lbs. Weight Distribution w/Shank	\$7	
49586	Pro Series™ Trunnion 800 lbs. Weight Distribution w/Shank	\$7	
49587	Pro Series™ Trunnion 1200 lbs. Weight Distribution w/Shank	\$7	
49901	Pro Series™ Complete RB 550 lbs Wt. Dist. Kit w/Shank	\$7	
49902	Pro Series™ Complete RB 750 lbs. Wt. Dist. Kit w/Shank	\$7	
49903	Pro Series™ Complete RB 1000 lbs. Wt. Dist. Kit w/Shank	\$7	

QUANTITY INSTALLED _____

x \$7 EACH = \$ _____

PLUS BRAKE CONTROL BONUS \$\$

INSTALLED WITH HITCH ONLY - MAY NOT EXCEED HITCH QUANTITY

9030	Tekonsha® Voyager®	\$5	
90160	Tekonsha® Primus™ IQ	\$7	
20191	Draw-Tite® I-Stop™ IQ	\$7	
90185	Tekonsha® Prodigy®	\$12	
90885	Tekonsha® Prodigy® P2	\$12	
90195	Tekonsha® P3®	\$12	
90250	Tekonsha® Prodigy® RF Trailer Mounted Control	\$17	

TOTAL FROM BRAKE CONTROL SECTION = \$ _____

TOTAL REBATE REQUESTED \$

(ADD DOLLAR AMOUNTS FROM EACH SECTION)