



Let Draw-Tite Drive **PRIME CUSTOMERS** Right to Your Door with Big Rebates AND Google Advertising

BOOSTING CONSUMER DEMAND WITH UP TO \$30 BACK IN REBATES

Rebates always give customers an urgent reason to buy quickly.

Our 2013 offer means substantial savings on some of our most popular products!

Offers good on receiver hitches and under-bed gooseneck hitch systems.

- ★ **\$20 REBATE ON DRAW-TITE HITCHES** priced from \$169.95 to \$239.99, not including installation.
- ★ **\$20 REBATE ON DRAW-TITE HITCHES PLUS INSTALLATION** priced together from \$199.95 to \$269.99.
- ★ **\$30 REBATE ON DRAW-TITE HITCHES** priced at \$240 or more, not including installation.
- ★ **\$30 REBATE ON DRAW-TITE HITCHES PLUS INSTALLATION** priced together at \$270 or more.

Prices do not include tax. All figures in U.S. dollars. When installation is included, it must be performed by the retailer at the point of purchase and must be included on the purchase receipt. Rebate not available on Pro Series™ hitches. Available: April 1, 2013 - June 15, 2013

TARGETING PROSPECTS WITH GOOGLE ADVERTISING & CUSTOMIZED WEBSITES

Trailer Hitches - Rebates

www.draw-tite.com/

Up to \$30 rebate on select Draw-Tite Hitches!



Our rebates will be promoted in ads appearing on Google.com. People will see these ads when they are actively seeking hitch information.

[HOT PROSPECTS SEE OUR ADS

Shoppers clicking on the ads will go to a short, targeted page with a strong selling message. It will include a link to a rebate form and a dealer locator.

[WE GIVE THEM EVERY REASON TO BUY NOW

When they click on your name, they go to a special page we created that features your store.* They'll have everything they need to buy from **you!**

[NEW THIS YEAR: **PERSONALIZED** WEB PAGES

CLOSING SALES WITH POINT-OF-SALE MARKETING



"A STIMULUS PACKAGE EVERYONE CAN AGREE UPON"

To spur customers to action at your store, we're providing rebate promo materials for you to display. They'll help you close sales more quickly.

**DON'T DELAY:
APPLY NOW TO BECOME
A PREFERRED DEALER
FOR THIS CAMPAIGN***

WE ARE GOING TO CREATE A WEB PAGE ★ ★ ★ JUST FOR YOU! ★ ★ ★

Here's what we need to get started:

BUSINESS NAME _____

CONTACT NAME _____

ADDRESS _____

PHONE _____

WEBSITE _____

HOURS OF OPERATION _____

Fax this form to 734-656-0109 or
email lmousseau@cequentgroup.com.

Please respond by February 15, 2013.

*Application for program does not ensure participation.