

2017 FOURTH QUARTER SALES BOOSTER PROGRAM

Contact your participating distributor to take advantage of this promotion.

INSTANT \$100 OFF Trektop Pro



PART NUMBERS

54852-17	54853-17
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INSTANT \$100 OFF Powerboard™ & Powerboard™ NX for JK



PART NUMBERS

75151-15	75152-15	75651-15	75652-15
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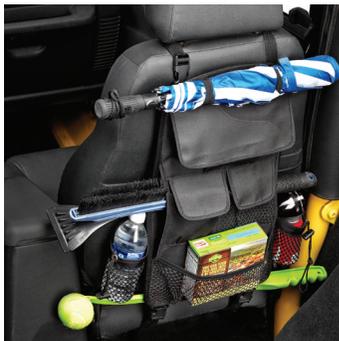
INSTANT \$25 OFF Trail Covers



PART NUMBERS

81035-09	81036-09	81036-37	81037-09
81037-37	81038-09	81040-09	81041-09

INSTANT \$5 OFF Seatback Organizers



PART NUMBER

54132-35

INSTANT \$5 OFF Tailgate Organizer



PART NUMBER

54136-35

INSTANT \$20 OFF 3-Pack Cleaner Kit



PART NUMBER

11206-00

BUY ONE, GET ONE FREE Shackles/D-Rings



PART NUMBER

42923-00



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Contact Marketing@Bestop.com for more information.

TO OUR VALUED PARTNERS:

Bestop is excited to announce an exciting new program for 2017 – The Sales Booster Program! This promotional program is designed to move Bestop product off your warehouse shelves and into your customer's showrooms and stockrooms. The combination of national consumer advertising in conjunction with wholesale promotions should create the excitement and drive to keep your stockrooms humming. An outline of the program is below:

WHAT TO DO

- Bestop will provide a SKU set of qualified part numbers and their particular promotion each quarter. The SKU set of qualifying part numbers should generally be released 60 days prior to the upcoming quarter. This should allow time to get prepared with inventory levels, order as needed as well as a marketing plan prior to the launch of the Sales Booster. This promotional discount is given to your customer (jobber).
- Examples of possible promotions:
 - Instant \$20 off part numbers xxxxx-xx.
 - Additional 10% of part numbers xxxxx-xx.
 - Buy 5 get 1 FREE – within a family of products.
- Bestop will provide a full color flyer with all products on promotion during that quarter. This flyer can be used for e-blast, handouts and print advertisement.
- Simply "get the word out!" – e-blast, print publications, flyers for outside sales calls, trade shows, sold on hold, the list goes on and on – use YOUR tools that work best for your market.

HOW IT WORKS

- Inform your sales team of the details of each product discount. Turn them loose on their customers and watch the sales climb.
- At the end of each month, you will submit a sales report showing the sales of the qualifying part numbers sold for that month to your Bestop Regional Sales Manager.
- Your Regional Sales Manager will then issue a credit memo to our finance department for processing. Normal process time is 14 days.
- Your Regional Sales Manager will provide you a copy of the credit memo once the credit has been applied to your account.
- This program is only eligible for wholesale distributors, not direct to consumer or e-commerce accounts.
- All Bestop UMAP and pricing policies remain in effect during the quarterly sales booster promotions.
- Participation in the Sales Booster Program is optional, but with Bestop picking up the tab, it's a no brainer.

It's a simple program to drive business to your doors. With national consumer informative and promotional (consumer rebates) marketing campaigns that mirror the Sales Booster SKU set, it's a win – win for everyone. Driving consumer business to your accounts, increase the jobber's margins and Bestop is picking up the tab!