



WE MAKE JEEPS ROCK

460 HORIZON DR. SUITE 400 | SUWANEE, GA 30024 | PHONE: 770.614.6101 | FAX: 770.614.6069 | info@omix-ada.com

## 2016 Business Support Program

This new program replaces ALL prior programs.

**SIMPLIFIED FREIGHT:** For all US customers, freight charges within the lower 48 states will be an “easy to calculate” \$13 or 15% of the order value, whichever is greater. Customers using their own freight account will be exempt from the \$13/15% charges.

**FREE FREIGHT:** FREE FREIGHT levels for stock orders will change in 2016 to adjust for rising costs in carrier fees and to better align with pricing discounts. Please contact your sales rep to discuss what Freight/Discount Level will be best for you. Note that FREE FREIGHT is only for stock orders placed through [www.omixdealer.com](http://www.omixdealer.com). Any orders received outside of [www.omixdealer.com](http://www.omixdealer.com) will no longer be eligible for free freight concessions. Dropship orders are not eligible for free freight.

Discount From Jobber	2016 FF
LEVEL 1	\$ 300.00
LEVEL 2	\$ 500.00
LEVEL 3	\$ 750.00
LEVEL 4	\$ 1,500.00
LEVEL 5	\$ 2,500.00
LEVEL 6	\$ 3,500.00
<i>Other Discounts</i>	<i>Contact your sales rep</i>

**SIMPLIFIED DROPSHIP FEES:** All 2016 dropship fees are set at \$5 for orders under \$75 placed through [www.omixdealer.com](http://www.omixdealer.com). Orders placed outside of [www.omixdealer.com](http://www.omixdealer.com) will be charged a \$10 dropship fee.

The \$75 threshold will be reduced to \$65 for any customer, currently using Omix freight accounts, that adjusts to using their own freight account.

**CARRIER SURCHARGES:** Omix-ADA will pass along any dropship surcharges charged by any carrier for related drop-ship orders.

**MARKETING REWARDS:** Omix-ADA will set aside 1% of all monthly net purchases, *excluding credits, freight charges and distributed goods*, for promotional co-op spending. These funds are available for any customer placing ALL orders through [www.omixdealer.com](http://www.omixdealer.com). Each month’s funds will expire after 180 days if unused. Pre-approval from Omix-ADA marketing department is required for release of funds. See page 2 for more info.

**SIMPLIFIED GROWTH REWARDS:** As in 2015, Growth Rewards will be primarily based off of Year-To-Date sales growth with Omix-ADA. For pre-qualified accounts, *who must have at least 24 months of sales history with Omix-ADA and written, authorized commitment from Omix-ADA*, a credit will be issued each month that YTD growth conditions are met. Details to be found on Page 3.



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## MARKETING REWARDS:

**BASIC REWARDS:** Qualified participants will earn 1% of net monthly purchases from Omix-ADA. All orders **MUST** be placed through [www.omixdealer.com](http://www.omixdealer.com) to qualify.

**QUALIFICATIONS:** Participants must maintain a rolling, consistent 12-month total of \$60,000 in net purchases of Omix-ADA products.

Earnings will be held by Omix-ADA to pay for the following qualified promotional efforts:

- Purchase and postage for mailing Omix-ADA catalogs (*Omix-ADA will send funds directly to a 3<sup>rd</sup> party mail processing company*)
- Purchase of Omix-ADA promo merchandise (*hats, t-shirts, stickers, banners, etc.*)
- Ads in Jeep, Off-Road and Truck industry related magazines
- Ads in industry related online forums
- Radio commercials
- TV commercials
- Billboard ads
- Purchase of a Rugged Ridge bumper display
- Upgrade parts for a company show vehicle with Omix-ADA family brand products (*restrictions apply*)

Limitations:

- MAR funds are only for services listed above and excludes web clicks and any other tool not listed
- Program is not valid for customers with special marketing programs
- This program is at the will of Omix-ADA and can be terminated at our discretion with a 30-day notice. Any unused funds shall be returned to Omix-ADA.
- These funds are available for any customer placing ALL orders through [www.omixdealer.com](http://www.omixdealer.com).
- Each month's funds will expire after 180 days if unused.
- Pre-approval from Omix-ADA marketing department is required for release of funds



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**SIMPLIFIED GROWTH REWARDS:**

As in 2015, Growth Rewards will be solely based off of Year-To-Date sales growth with Omix-ADA. To reward those partners who are aggressively growing their business through the sales of Omix-ADA family products, a credit will be issued each month that YTD growth conditions are met.

**ELIGIBLE PARTNERS:** Must be pre-qualified with written commitment from authorized Omix-ADA representative. Partner must maintain minimum 10% YTD growth over 2015 with at least 24 consistent months of purchase history with Omix-ADA and minimum of \$60,000 in purchases for the trailing 12 months.

10.01% - 20% YTD Growth	20.01% - 30% YTD Growth	30.00% + YTD Growth
2.5%*	3.0%*	4.0%*

\* Rebate percentages do not combine. Only one percentage (2.5% or 3.0% or 4.0%) will be applied to a month in which the applicable growth target is achieved.

**ADDITIONAL REQUIREMENTS:**

- No direct import by pre-qualified partner
- No private label brand Jeep products (unless sourced directly from Omix-ADA)
- Omix-ADA may cancel this program with 10 days advance notice, entirely or specifically
- This program is for 2016 and is not guaranteed for 2017
- Partner’s return rate, including warranty returns, for trailing 12 months must be less than 1% of all net purchases
- Not included are purchases of brand name accessories, like Bestop, private label brand products and special orders

**EXAMPLE A:** A pre-qualified partner purchases 15% more in January 2016 than in January 2015, that partner will receive a rebate credit from Omix-ADA for 2.5% of their January 2016 purchases.

**EXAMPLE B:** A pre-qualified partner purchases 3% more in January 2016 than in January 2015. No rebate credit is issued. However, assuming that the same partner, at the end of February, has 23% more in purchases from Omix-ADA in 2016 YTD purchases (Jan+Feb 2016) than 2015 YTD purchases (Jan+Feb 2015), that partner will now receive a rebate credit of 3.0% of their February 2016 purchases.



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**2016 Loyalty Bonus:** We would like to shower our loyal customers with unique rewards to show our appreciation for their business, support, loyalty and guidance in the last 23 years with Omix. And here are the rewards:

- \$55 dropship threshold
- \$5 dropship fee
- Greater of \$10 or 10% flat freight program
- 100% extra for Omix's 2016 regular Marketing Reward,
- 50% extra for Omix's regular Growth Reward,
- Zero restocking fee for returns if total annual returns, including warranty returns, are below 1% for the trailing 12 months,
- Listing in "Where-to-Buy" sections of Omix-ADA website,
- Available price matching for items with equal quality offered by other manufacturers,
- Highest priority in order processing and shipping

### **Requirements:**

- \$100,000 net direct purchases from Omix-ADA in the trailing 12 months, validated at the end of each month
- Minimum 24 months direct purchase history with Omix-ADA
- Net purchases of Omix-ADA brand products at the end of each quarter in 2016 must be 10% greater than the same quarter in 2015.
- Load all Omix family of products online and add new products within 15 days of introduction
- Do not offer any competing product of Omix-ADA®, Rugged Ridge®, or Alloy USA® in any form, including but not limited to: Website; catalog (paper or electronic); online; email; forum; advertisement; signs; eBay® listing; Amazon® listing; any 3<sup>rd</sup> party listing; shopping cart; physical store; installation shop; or any other medium. Applies to all associated business names using customer business name or any other name /website/ company/ listing/ DBA/ affiliate in any form or set up.