



OMIX-ADA, Inc.

460 HORIZON DR. SUITE 400 | SUWANEE, GA 30024 | PHONE: 770-614-6101 | FAX: 770-614-6069 | info@omix-ada.com

“Savings so deep, you may need a winch.”

Omix-ADA Sales Event for Q4-2015!

Up to 25% discount for 1,100+ popular items!
Sale runs for the entire 4th quarter!

- A) Price reductions:** Over 1,100 products from Rugged Ridge and Alloy USA with prices reduced as much as 25% for all customers who:
- Commit to showcasing the sale to their customers through at least three of:
 - Homepage banner
 - E-mail support
 - A minimum of one e-mail per month showcasing the sale to your customer base.
 - Rugged Ridge should be prominently mentioned in the subject line as well as prominently positioned in each e-mail.
 - E-mail must be delivered to your customer base by the 10th of each month.
 - List the total savings from regular price for each SKU, either by percentage or dollars.
 - Promote the sale at all (if applicable) brick and mortar locations with
 - Sale tags on any displayed inventory
 - Flyers promoting the sale displayed prominently to your customer
 - Must send a photo to your sales rep for confirmation
 - Promote the sale at least once per month through your Facebook page
 - Commit to showing the reduced promo LRAP to your consumers while remaining compliant with LRAP on all other non-promo SKUs.
 - Notify your sales rep of your commitment to participate by 9/25/15.
 - **NOTE:** Stock orders for qualified promo items **must** be received by Omix-ADA no later than 12/15/15, with Omix allowed to ship prior to close of business 12/28/15. Only one large stock order per shipping address will be allowed in Dec.
 - **NOTE:** Price reductions for the Q4 Promo will be delivered to you via sales credit after completion of the Promo and verification that promotion requirements were met.
 - **NOTE:** Notify your sales rep of which promo items, if not all, you will promote and during which dates. This is the only way we can properly track your purchases to ensure that you receive your savings. Please note that selective participation will not prohibit other retailers from promoting the full list for the entire quarter. We recommend full participation to be most competitive.

“Deals so deep, even your treads are jealous”

The following bonuses are available when you meet all above requirements:

- B) Free freight on Body Tubs/Kits:** Free shipping on Omix-ADA body tubs and body kits within the lower 48 states during November and December of 2015. Freight charges to be credited to your account at the end of the promo period.



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- C) **Black Friday/Cyber Monday Promo:** 10% Jobber and 10% LRAP reduction for Spartan Grille (12034.01) with online promotion and e-mail notification to your customer base notifying them of the limited offer. Offer only available between 11/25/2015 and 12/1/2015.
- D) **Omix-ADA October Promo:** Take an additional 5% off Omix-ADA replacement parts the entire month of October.
- E) **Limited-Time Promos (while stock lasts):**
- October 1-15: FREE Winch Cover (15102.02) w/ dropship order of Rugged Ridge Winch (8,500 lbs or higher)
 - October 16-31: FREE XHD Hood Catches (11210.11) w/ dropship order of Vented Hood (17759.01 or 17759.02)
 - November 1-15: FREE Rugged Ridge Hat w/ dropship order of \$150+ Rugged Ridge products
 - November 16-30: FREE Back Pack (12595.40) w/ dropship order of \$150+ Rugged Ridge products
 - December 1-15: FREE Coffee Mug (12595.09) W/ dropship order of \$150+ Rugged Ridge Products
 - December 16-31: FREE Beach Towel (14230.01) w/ dropship order of \$250+ Rugged Ridge products
 - *NOTE: Free item must be included on your qualifying PO to Omix-ADA. Participation in any of these Limited-Time Promos is limited to transactions advertised on AND conducted on your primary e-commerce site. Contact your sales rep in advance to participate and coordinate promotion of the promo.*
- F) **Jobber Rebate:** For pre-qualified W/D customers selling exclusively to jobbers, your jobber accounts can claim our Consumer Rebate for themselves when performing installations. Omix-ADA will directly cut the jobber a check for 5% (up to \$200 maximum each month during quarter 4) of their purchases from you. This allows your jobbers to earn more margin on Omix-ADA family brand products, which they can apply towards their bottom line or pass along the savings to their customer. Jobbers must provide Omix-ADA with a copy of their invoice from you and the cut UPC code(s) from the packaging. Eligible purchases must be made between 9/1/2015 and 12/31/2015. Contact your Omix-ADA sales rep for more details.