

# SALES



Way of Life!

MARINE DIVISION

Bulletin No: 20-01

Date: JANUARY 1, 2020

## SUZUKI 'YEAR OF THE DEAL' CUSTOMER REBATES!

### JANUARY 1-31, 2020

According to the Chinese zodiac, 2020 is the 'Year of the Rat.' At Suzuki Motor of America, Inc. (Suzuki), 2020 is the 'Year of the Deal.' People born this year are said to be intelligent, charming, quick witted, sociable, and very practical. This describes the Suzuki owner perfectly and that is why Suzuki is offering 'Year of the Deal' customer rebates of up to \$400 on eligible 40-350hp engine deals made between January 1, 2020 and January 31, 2020! Suzuki customers are smart/practical and know a great deal when they see one! They'll jump all over these deals that your competition can't match all month long! January marks the start of another record-breaking year for Suzuki in 2020 and these rebates are just the start! So, get out there and SELL! SELL! SELL! Remember, these rebates are in addition to the **GIMME SIX** promotion which is in place through March 31, 2020. CUSTOMER REBATE AMOUNTS MUST BE APPLIED AND LISTED ON THE CUSTOMER'S RETAIL SALES AGREEMENT AT THE TIME OF SALE.

**OFFER:** When your customers purchase a qualifying motor between January 1, 2020 and January 31, 2020, they will receive a rebate that will be applied and listed on the customer's retail sales agreement of the eligible outboard engine. Both you and your customer's signatures must be on the rebate form to be eligible for payment.

**ELIGIBLE PRODUCT:** All new, unused, unregistered DF40A, DF50A, DF60A, DF70A, DF90A, DF115A, DF140A, DF150, DF175, DF200, DF225, DF250, DF250SS, DF250AP, DF300AP, and DF350A Suzuki Outboards.

**TIME PERIOD:** January 1, 2020 and January 31, 2020.

#### **ADMINISTRATION:**

- Retail any new, unused, unregistered DF40A, DF50A, DF60A, DF70A, DF90A, DF115A, DF140A, DF150, DF175, DF200, DF225, DF250, DF300AP, and DF350A Suzuki Outboards purchased and delivered between January 1, 2020 and January 31, 2020.
- Any non-qualifying rebates that are paid to a dealer will be charged to the dealer's open account a.k.a. parts account (Parts Account).

- Sales must be registered via Suzuki Connect within 48 hours of the retail sale with all qualifying sales registration information no later than 5PM PDT on Friday, January 31, 2020 to be eligible.
- Qualifying sales must be sold, retailed, warranty registered, and customer delivered from existing dealer inventory by Friday, January 31, 2020.
- You must complete a Rebate Form for each qualifying sale. Each Rebate Form must include the customer's signature to be eligible for payment. **CUSTOMER REBATE AMOUNTS MUST BE APPLIED AND LISTED ON THE CUSTOMER'S RETAIL SALES AGREEMENT AT THE TIME OF SALE.**
- Rebates will be credited directly to the retailing dealer and will be processed as credits to the dealer's Parts Account.
- **Rebate Forms must be received at Suzuki's home office in Brea, California within ten days of the retail sale or no later than Wednesday, February 5, 2020, whichever is sooner.**
- Rebate Forms may be e-mailed or mailed to Suzuki at the following address:

**Suzuki Motor of America, Inc.**

**Attn: Marine Promotions**

**3251 E. Imperial Hwy**

**Brea, CA 92821**

**Email: [marinepromo@suz.com](mailto:marinepromo@suz.com)**

## **PROMOTION:**

- To increase your chances for success, publicize this promotion by all means at your disposal using available banners and advertising slicks located on Suzuki Connect.
- Promotion should include updating your website with banners and information as well as posting to Facebook and Twitter pages. (Those repower photos you took for proof of compliance would look great on Facebook.) Print out banner ads and place them in conspicuous places at your dealership. If possible, participate in group advertising.
- Discuss how you will participate in this promotion with your District Sales Manager.

**CONDITIONS:**

- Only new, unused, unregistered DF40A, DF50A, DF60A, DF70A, DF90A, DF115A, DF140A, DF150, DF175, DF200, DF225, DF250, DF250SS, DF250AP, DF300AP, and DF350A Suzuki Outboards are eligible for the customer rebate.
- All retail sales must be made between January 1, 2020 and January 31, 2020.
- **All qualifying Rebate Forms must be received no later than Wednesday, February 5, 2020 to be eligible.**
- Limited to current inventory available during the promotion period. Backorders are not eligible. No rain checks.
- All sales must be bona fide retail sales to qualify for the customer rebate. The sale must be to a third party not associated with the dealer's business and to a retail customer, i.e., for personal use or primary business use other than resale.
- Do not submit any outboard for promotional consideration sold and warranty registered to either a dealership or dealership employee, unless the dealership or dealership employee sale is submitted to Suzuki by the dealer for Suzuki's prior written approval.
- Purchasing customer must reside in the continental United States or Alaska.
- Suzuki is not responsible for lost, late, or misdirected mail.
- Suzuki is not responsible for delays of motor shipments due to a third party.
- Rebates are only applicable if the retailing dealer delivers and performs the Pre-Delivery Inspection of the motor. **(BOX MOTOR SALES ARE PROHIBITED!)**
- Registration of any Suzuki Outboard 40HP and larger sold outside the selling dealer's home state must include a picture of the purchasing customer with new product including boat in front of the selling dealership. Picture must clearly depict the customer, new outboard and boat, dealership and dealer representative/owner. All out-of-state registrations require proof of delivery to purchasing customer at the selling dealer's facility for any applicable rebates and sales person incentive eligibility. Any applicable rebates and salesperson incentives paid as a result of misrepresenting an out-of-state sales transaction will be charged back to the dealer.
- This promotion may be used in conjunction with other current promotions if all qualifications are met. Read bulletins carefully for qualified outboards and conditions.

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**QUESTIONS:** Contact your District Sales Manager or contact Marine Promotions via e-mail at [marinepromo@suz.com](mailto:marinepromo@suz.com).

Good Suzuki Retailing,

A handwritten signature in black ink that reads "Gus Blakely".

George "Gus" Blakely

Vice President, Marine Sales

Rebate form is posted separately on Suzuki Connect.

*See the attached chart to see the Suzuki 'Year of the Deal' Rebates!*

In all matters relating to the interpretation and application of any rule or phase of Suzuki incentive programs, the decision of Suzuki shall be final. Suzuki reserves the right to cancel, amend, or revoke incentive programs at any time due to reasonable business consideration or due to circumstances beyond its control. The program outlined herein is subject to change based on these same factors.

## SUZUKI 'YEAR OF THE DEAL' CUSTOMER REBATES

Promotion note: Not all sales qualify for the Bonus Rebate. Minimum rebate is the Base Rebate

**REMINDER:** ALL CUSTOMER REBATES MUST BE APPLIED AND LISTED ON THE CUSTOMER'S RETAIL SALES AGREEMENT AT THE TIME OF SALE.

Model	Cash Rebate (Base)	Bonus Rebate	If Eligible Total All Rebates (Base) + "Bonus" = Total Rebate	Model	Cash Rebate (Base)	Bonus Rebate	If Eligible Total All Rebates (Base) + "Bonus" = Total Rebate
DF40ATL2	\$100		\$100	DF175APL2	\$300		\$300
DF40ATLW2	\$100		\$100	DF175APLW2	\$300		\$300
DF50ATL2	\$100		\$100	DF175APX2	\$300		\$300
DF50ATLW2	\$100		\$100	DF175APXW2	\$300		\$300
DF50AVTL2	\$100		\$100	DF200ATL2	\$400		\$400
DF60ATL2	\$100		\$100	DF200ATLW2	\$400		\$400
DF60ATLW2	\$100		\$100	DF200ATLRSS2	\$400		\$400
DF60AVTL2	\$100		\$100	DF200ATX2	\$400		\$400
DF70ATL2	\$100		\$100	DF200ATXW2	\$400		\$400
DF70ATLW2	\$100		\$100	DF200ATXRSS2	\$400		\$400
DF90ATL2	\$100		\$100	DF200ATXZ2	\$400		\$400
DF90ATLW2	\$100		\$100	DF200ATXZW2	\$400		\$400
DF90ATX2	\$100		\$100	DF200APL2	\$400		\$400
DF90ATXW2	\$100		\$100	DF200APLW2	\$400		\$400
DF115ATL2	\$200		\$200	DF200APX2	\$400		\$400
DF115ATLW2	\$200		\$200	DF200APXW2	\$400		\$400
DF115ATLSS2	\$200		\$200	DF225TX2	\$400		\$400
DF115ATX2	\$200		\$200	DF225TXW2	\$400		\$400
DF115ATXW2	\$200		\$200	DF225TXZW2	\$400		\$400
DF115ATXSS2	\$200		\$200	DF250SSTL2	\$400		\$400
DF115ATXZ2	\$200		\$200	DF250TLSS2	\$400		\$400
DF115ATXZW2	\$200		\$200	DF250SSTX2	\$400		\$400
DF140ATL2	\$200		\$200	DF250TXSS2	\$400		\$400
DF140ATLW2	\$200		\$200	DF250TX2	\$400		\$400
DF140ATX2	\$200		\$200	DF250TXW2	\$400		\$400
DF140ATXW2	\$200		\$200	DF250TXZ2	\$400		\$400
DF140ATXZ2	\$200		\$200	DF250TXZW2	\$400		\$400
DF140ATXZW2	\$200		\$200	DF250TXX2	\$400		\$400
DF150ATL2	\$300		\$300	DF250TXXW2	\$400		\$400
DF150ATLW2	\$300		\$300	DF250TXXZ2	\$400		\$400
DF150ATLRSS2	\$300		\$300	DF250TXXZW2	\$400		\$400
DF150ATX2	\$300		\$300	DF250APX2	\$400		\$400
DF150ATXW2	\$300		\$300	DF250APXW2	\$400		\$400
DF150ATXRSS2	\$300		\$300	DF250APXX2	\$400		\$400
DF150ATXZ2	\$300		\$300	DF250APXXW2	\$400		\$400
DF150ATXZW2	\$300		\$300	DF300APL2	\$400		\$400
DF150APL2	\$300		\$300	DF300APLW2	\$400		\$400
DF150APLW2	\$300		\$300	DF300APX2	\$400		\$400
DF150APX2	\$300		\$300	DF300APXW2	\$400		\$400
DF150APXW2	\$300		\$300	DF300APXX2	\$400		\$400
DF175ATL2	\$300		\$300	DF300APXXW2	\$400		\$400
DF175ATLW2	\$300		\$300	DF350ATX2	\$400		\$400
DF175ATX2	\$300		\$300	DF350ATXW2	\$400		\$400
DF175ATXW2	\$300		\$300	DF350ATXX2	\$400		\$400
DF175ATXZ2	\$300		\$300	DF350ATXXW2	\$400		\$400
DF175ATXZW2	\$300		\$300				