



# 2012 Dealer Programs & Policies

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## Dealer Requirements

- New Dealers
  - Maintain a retail location in an open territory
  - Be able to effectively market & sell NuCanoe products
  - Opening order of 6 boats
- Existing Dealers
  - Comply with all NuCanoe Dealer Programs & Policies
  - Maintain NuCanoe boats in store and on display
  - Volume of 6+ boats in 2011 or 2012 pre-season order for 4 boats

## Ordering

- Orders may be submitted via
  - Phone: 360.543.9019 or 888.226.6310
  - Email: [orders@nucanoe.com](mailto:orders@nucanoe.com)
  - Fax: 360.483.5613
- A standardized NuCanoe Order Form is available on the Dealers Resources Page

## Fulfillment & Shipping

- Accessories ship from Bellingham, WA, generally within 2-3 days of your order
  - Accessory Guarantee: We will provide free shipping for any accessories that do not ship within 7 days of your Sales Order date, unless we've sent prior notification that the item is out of stock.
- NuCanoe boats ship from Ashtabula, OH, generally within 2 weeks of your order
  - Shipping costs for 2 or more boats are subsidized by NuCanoe, Inc. All single boat orders will be charged at actual cost.
- A \$5 per item charge will be assessed for all Paddle Holders and Stern Anchor Hardware kits installed on NuCanoe 10 and NuCanoe 12 at the factory

## Standard Payment Terms

- Pre-Paid – Payment due upon order, prior to processing and shipment.
- Credit Card – Payment charged to credit card when order is shipped.
- 3% 7 / Net 30 – Discount of 3% if paid by cash or check within 7 days of invoice date; invoice balance due 30 days after invoice date, paid by cash, check, or EFT. Credit approval required.

## Drop Ship Orders

- NuCanoe, Inc. will drop ship orders direct to customers



- Drop ship orders for accessories only will incur a \$10 drop ship charge
- Drop ship for orders for boats and accessories will not be assessed a charge

### **Premier Dealer Program**

- Premier Dealer Benefits
  - Save around 5% on all NuCanoe boats and accessories.
  - 50% cost share on advertising, marketing, & promotional expenses
- Dealers that meet the following criteria will qualify as Premier Dealers for the 2012 season:
  - In the top 20% (sales) of NuCanoe dealers for the 2011 (10/10 – 9/11)
  - Comply with NuCanoe policies and pay invoices within account terms
  - Actively market and promote NuCanoe products
- New or existing dealers may immediately qualify as Premier Dealers by placing a 16 boat order, provided the other conditions are met

### **Demo Boats**

- NuCanoe dealers may purchase one discounted demo boat of each model per year
- Factory seconds will be used when available; colors are as available
- Demo boats may be sold at the end of the season, but not during the season
- Additional demo boats may be purchased for rental or demo use as available

### **Dealer Territory**

- NuCanoe, Inc. will not place multiple dealers in the same geographical area targeting the same end markets
- Territories will be determined on a case-by-case basis depending on sales, market size, geography, dealer marketing efforts, etc.

### **Cost Share**

- NuCanoe provides cost share support for shows, events, advertising, promotions, etc. specific to NuCanoe products
  - Standard Dealers – 33%
  - Premier Dealers – 50%
- Requests for cost share support must be submitted prior to the event or advertisement occurs

### **Warranty**

- All warranty claims will be handled through the owner's respective NuCanoe dealer.
- NuCanoe, Inc. and Dealers will work together to resolve the claim to the owner's satisfaction