



# SALES AND MARKETING

**Date:** 12/22/16  
**Recipient:** Dealer Principal, Sales Manager, and Marketing Manager  
**Subject:** Boat Show Sales Event - POP & Marketing Plan

Dear Valued Evinrude Dealer:

Last week we launched the groundbreaking 10-years of coverage offered during the Evinrude E-TEC Boat Show Sales Event. Today we're excited to communicate with you how we plan to support this exceptional offer with a comprehensive marketing strategy.

We're confident that boaters will be compelled to purchase the only engine offering the peace of mind of 10 full years of coverage. The only limit to this offer is how many consumers know about it, so we're making it our mission to make sure not a single boater purchases an outboard this boat show season without hearing about this promotion.

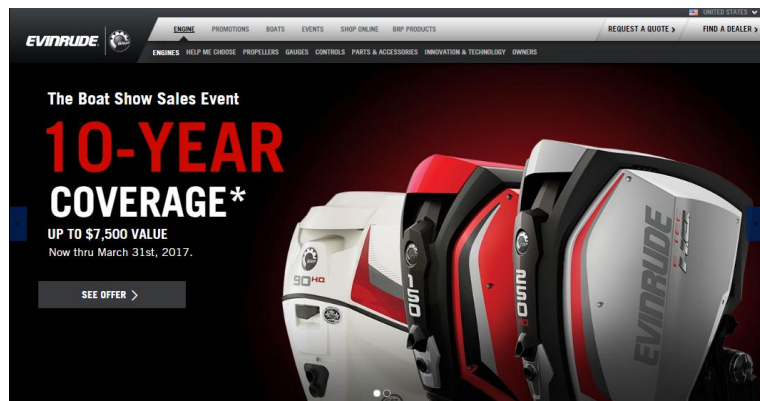
We're going to do our part to spread the word of this incredible offer by launching a full court press on all possible communication channels.

**PR Push:**

- A press release has been published announcing "Industry First 10-Years of Coverage"
- We're working with key publications to ensure coverage of our offer
- Media interviews with our executive team will communicate the competitive advantage of our coverage

**Leverage Our Owned Media:**

- The promotion is the first rotating slide to appear on the homepage of Evinrude.com
- Engage our fans on social media to let them know about the Best Offer Ever
- Distribute e-blasts to our database of consumers, including leads near each local boat show



**Invest in Advertising:**

- Communicate the offer directly to all boat show attendees with print ads in select show guides
- Generate mass awareness with ad placements in several high-profile industry publications
- Purchase paid search terms to inform anyone searching for an outboard or boat package
- Re-connect with all visitors to Evinrude.com with a digital retargeting campaign
- Generate new interest with a digital campaign focused on targeted prospects

Look for more details on how we're specifically investing in your market from you sales representative in January.





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## Shows & Events:

- Use compelling signage to communicate the offer to every customer that walks past our boat show booth.
- Spread the word with promotional sponsorship opportunities at key boat shows.

We will have a corporate presence at these major industry boat shows.

- January 6-8 Denver Boat Show
- January 6-15 Houston Boat Show
- January 11-15 Chicago Boat Show
- January 18-22 Vancouver International Boat Show
- January 19-22 Minneapolis Boat Show
- January 20-29 Milwaukee Boat Show
- January 20-29 Toronto International Boat Show
- January 25-29 New York Boat Show
- January 26-29 Baltimore Boat Show
- Jan 27-Feb 4 Seattle Boat Show
- February 2-5 Montreal Boat Show
- February 9-12 Hartford Boat Show
- February 11-19 Detroit Boat Show
- February 11-19 New England Boat Show
- February 16-20 Miami International Boat Show
- March 1-5 Atlantic City Boat Show
- March 16-19 Edmonton Boat and Sportsmen's Show





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We also count on you to help us share this incredible offer. To help you help us, we're equipping you with some valuable promotional tools.

**PY17 Boat Show POP Kit:**

All Evinrude engine dealers will receive Boat Show POP Kits. These are covered under the one-time PY17 materials charge to your account when you signed your 2017 dealer agreement.

Each kit will include the following content:

- 25 2017 Full Line Product Catalogs
- 50 2017 Mini Catalogs
- 10 2017 Brand Video Web Keys
- 1 2017 Product Information Guide
- 1 2017 Evinrude Line-Up Counter Mat
- 25 Boat Show Sales Event Tear Sheets
- 5 Boat Show Sales Event A-Frame Table Tents
- 1 Boat Show Sales Event X-Frame Banner



The kits will arrive to your dealership the beginning of January. Special arrangements have been made to rush ship kits to dealerships with early January Boat Shows.





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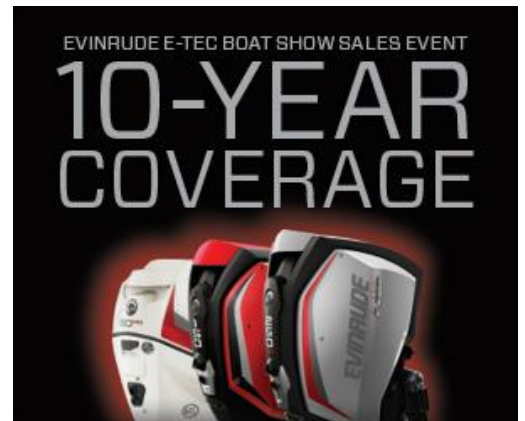
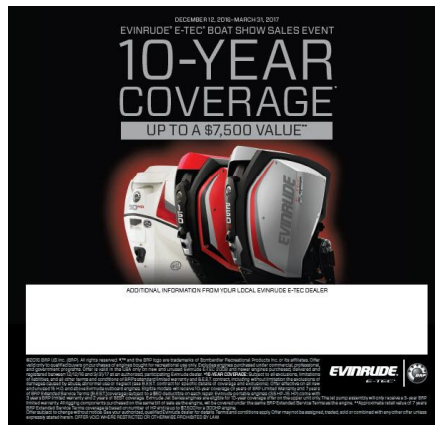
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**Evinrude Media Site Content:**

The Evinrude Media Site can be found in BOSSWeb. To access dealer exclusive content, login to BOSSWeb, click on COMCENTER, and then click on MEDIA SITE. There you'll find a variety of Boat Show Sales Event Assets.

These Boat Show Sales Event materials are currently available:

- Boat Show Sales Event Hang Tags
- Boat Show Sales Event Tear Sheets
- Boat Show Sales Event X-Frame Banners
- Boat Show Sales Event Digital Banner Ads
- Boat Show Sales Event Customizable Print Ads
- Boat Show Sales Event Table Tents



ALL LOW VAS \$

A NEW direct mail tool is currently being developed, and will be available in early January. This tool will allow you to customize, print, and mail Boat Show Promotion post cards to your customers directly from the Media Site. Please use this new direct mail tool and the ad templates to share this offer with boaters in your area.

As a reminder, your Media Site Credits can be applied to the purchase of any Boat Show Sales Event materials. We encourage you to use these credits to supplement the POP shipped in the kits, with the most appropriate materials for your specific dealership and boat show booth.

We trust that with our collaborative efforts, every boater in the market for a new boat or engine this boat show season will hear about our offer and will consider purchasing an Evinrude E-TEC as a result.

Best Regards,

Olivier Pierini  
 Director of Global Marketing and Strategic Planning



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**Date:** 12/22/16  
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**Subject:** 2017 Evinrude Boat Show Promotion Q&A

**Q1:** When does the promotion start and end?

**A1:** The 2017 Evinrude E-TEC Boat Show Sales Event starts on December 12<sup>th</sup>, 2016 and ends on March 31<sup>st</sup>, 2017. Retail sales recorded outside of the program dates will be excluded from the offer.

**Q2:** What offer will be promoted through Evinrude's advertising efforts?

**A2:** We will be actively advertising **10 full years of non-declining, factory backed coverage** on all Evinrude E-TEC and Evinrude E-TEC G2 engines. These engines will receive a 3 year standard warranty, and 7 years of B.E.S.T. (BRP Extended Service Terms). The coverage is 100% supported and administered by BRP with **no third party** or aftermarket involvement.

**Q3:** This is an industry first, never-before-seen offer. Why is Evinrude offering 10 years of coverage?

**A3:** We chose to launch the **most aggressive** promotion in the industry to provide our dealers with a competitive advantage during this important retailing season. We are also proud to demonstrate that we hold our engines to the highest standard of quality, and are willing to stand behind them by offering an exceptional 10 years of coverage. We trust that this will inspire **confidence** in our product among dealers and consumers this retail season.

**Q4:** What is the benefit of Evinrude coverage?

**A4:** Evinrude offers the strongest engine and rigging coverage in the industry. All Evinrude warranty and B.E.S.T. contracts are completely **factory backed** by BRP, and never sold to a third party.

Each contract is **non-declining**, meaning they cover all major engine components and rigging accessories for the **life of the contract**. This specifically means that every component covered on the first day of the contract is still covered on the last day.

All warranty and BEST contracts are **fully transferable** at no charge to unlimited owners, so when the engine's owner sells their boat or engine, they can include the value of the remaining coverage to increase their re-sale value.

**Q5:** This offer seems too good to be true, is there a catch?

**A5: There is no catch.** We communicated at Club Evinrude this past June that BRP is firmly committed to the marine industry, as evidenced by the significant investment in the Sturtevant facility, the continued research and development invested in the Evinrude E-TEC G2 technology and a commitment to recurring product introductions. As a publicly traded company, we're in no position to mislead our network or consumers. We have the best outboard engines available on the market and we're proud to stand behind them.



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**Q6:** Is there an hour limitation to the 10 years of coverage?

**A6:** All Evinrude E-TEC engines come with a standard 3-year warranty. There is no hour limitation on the standard warranty. The remaining 7-years of coverage are comprised of B.E.S.T. (BRP Extended Service Terms, still fully owned by BRP). All B.E.S.T. contracts have hour limitations associated with them. For the 10-year offer, the 7 years of B.E.S.T. has a 1,500 hour limitation. That means that after the 3<sup>rd</sup> year of warranty, every qualified engine sold under the Boat Show Sales Event can be offered coverage of 10 total years or 1,500 hours, whichever comes first.

**Q7:** How did BRP determine the hour limitation of the B.E.S.T. contract, and how can I communicate this to my customers?

**A7:** BRP has previously published a limit of 1,000 hours on a B.E.S.T. policy totalling 5 years of coverage (3 years warranty & 2 years of B.E.S.T.). After carefully analyzing the regular usage of an outboard engine, we discovered that a typical boater uses their engine an average of 50 hours per year over a 10 year period (with an average of 75 hours per year in the first 3 years).

When determining an appropriate hour limit for such an aggressive offer, we decided to start with our current limit of 1,000 hours on 5 years of coverage. We then allow additional hours on incremental years of coverage. We considered the average annual usage and decided to double that amount and offer an additional 100 hours per year of coverage, achieving the new limit of 1,500 hours for 10 total years of coverage.

An additional analysis shows that only 10% of boaters may reach 1,000 hours of usage within a 10 year period. We recommend that dealers discuss their customer's usage with them during the sales process. The limit will not concern an average boater, but if a customer indicates they put on significant hours we recommend dealers make them aware of the limit.

**Q8:** What does a customer have to do to ensure their coverage remains intact?

**A8:** To ensure full coverage, all owners must adhere to the published **dealer maintenance schedule**. Dealer maintenance is required every 3 years or 300 hours on Evinrude E-TEC engines and every 5 years or 500 hours on Evinrude E-TEC G2 engines.

To guarantee all rigging components are covered, the boater and dealer should ensure all components are listed on the engine's original bill of sale. This includes rigging components sold as part of a new boat package.



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**Q9:** What is the retail value of 10 years of coverage? Can I sell this coverage to my consumers?

**A9:** The MSRP of **each year** of B.E.S.T. is \$1,125 USD on a 300 HP engine. That means that the retail value of 7 years of B.E.S.T. is **\$7,875 USD** on a 300 HP engine. For advertising, we've chosen to promote a rounded value of "**up to \$7,500**" dollars in the US, and "**up to \$10,000**" value in Canada.

We are making a total of **10-years** coverage **exclusively available** for the Boat Show Sales Event. That means that dealers may still sell B.E.S.T. on any Evinrude E-TEC or Evinrude E-TEC G2, but up to 7 years coverage (3 years of warranty and 4 years of B.E.S.T.) will remain the limit for retailed B.E.S.T.

**Q10:** Are there any other benefits of the boat show promotion?

**A10:** Yes. Because 10 years of coverage is such a strong incentive, full-line dealers will now be able to **increase their profitability** on each repower unit sold, by selling rigging components needed to complete the repower.

Selling rigging components will help full-line dealers earn more back-end money at the end of the year since dealers can earn **up to 6%** on all engines and PAC sales purchased throughout program year 2017 through the Performance Rebate program (back-end matrix). Remember that every dollar spent with Evinrude – both for engines and PAC – is calculated in a dealer's annual back-end payout (provided they qualify). This means that every dollar spent on rigging components helps accelerate back-end dollars!

**Q11:** What if a boater is dead-set on getting free rigging components?

**A11:** If free rigging is required to close the sale, the customer can choose to step down to 5 years of total coverage, and get free rigging components. We believe most consumers will choose 10 years of coverage, allowing dealers to sell the rigging, but want to provide flexibility to ensure dealers don't lose a sale. Please refer to the Boat Show Sales Event program bulletin for all rigging details.

**Q12:** Is there also an option for a customer that needs financing?

**A12:** While most boaters can secure their own financing, there are certain circumstances when the customer relies on promotional financing to justify the engine purchase. Just like with rigging, if a promotional financing rate is required to close the sale, a repower customer can choose to step down to 5 years of total coverage and receive financing as low as 4.9% in the US. Promotional financing rates are available to all Canadian consumers. Please refer to the Boat Show Sales Event program bulletin for all financing details.



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**Q13:** Do engines sold under this program qualify for BRP Rewards Spiff?

**A13:** Yes, all engines retail sold from September 12<sup>th</sup>, 2016 through March 31<sup>st</sup>, 2017 qualify for the additional BRP Rewards Spiff.

**Q14:** What are some examples of consumer warranty situations in years 9 and 10 that I can use to reinforce the strength of this offer?

**A14:** Although we do not anticipate any major failures within the 10 year time period, the following are examples of consumer situations and how coverage would be administered.

Example 1: EMM and injector failure in year 9

- These items are covered as long as the customer followed the proper maintenance schedule. The owner will pay \$50 deductible.

Example 2: Powerhead failure in year 10

- These items are covered as long as the customer followed the proper maintenance schedule. The owner will pay \$50 deductible.

Example 3: Gearcase failure in year 9

- These items are covered as long as the customer followed the proper maintenance schedule. The owner will pay \$50 deductible.



# UNMATCHED TECHNOLOGY DESERVES UNBEATABLE COVERAGE.

**PROTECT YOUR ENGINE WITH THE STRONGEST COVERAGE IN THE INDUSTRY.**

## FACTORY-BACKED

All Evinrude warranty and extended service contracts are backed by the manufacturer, not sold to third party providers.

## NON-DECLINING

All Evinrude warranty and extended service contracts cover the same components on the last day of coverage that they do on the first day.

## FULLY TRANSFERABLE

This engine is covered for each owner within the coverage period, which will keep re-sale value high.

## LONGEST COVERAGE

All Evinrude E-TEC engines can be sold with up to 7 years of coverage, and can receive up to 10 years of coverage during promotional periods.

## OUTBOARD ENGINE WARRANTY COMPARISON<sup>1</sup>

STANDARD WARRANTY	EVINRUDE	MERCURY	SUZUKI	YAMAHA	HONDA
Warranty Period	3-Years	3-Years	3-Years	3-Years Standard 5-Years F350C	5-Years
Non-Declining	YES	YES	NO 2nd & 3rd year excludes: gauges, meters, fuel tank, remote control boxes, external wire harnesses, hoses, and all rubber components.	NO 2nd & 3rd year covers major components only	YES
Is Engine Warranty Transferable	YES	YES	One Time <sup>6</sup>	YES	YES
Accessory Warranty	3-Year <sup>2</sup>	3-Year <sup>2</sup>	Excluded from 2nd & 3rd year of Warranty	1-Year <sup>3</sup>	1-year, Replacement parts = 6-months
Corrosion Warranty	5-Years (G2 only)	3-Years	Not offered	Not offered	Proper maintenance required
Electrical Components	Covered	Covered	1-Year <sup>4</sup>	Excluded from 2nd & 3rd Year of Warranty	Covered

EXTENDED COVERAGE	EVINRUDE	MERCURY	SUZUKI	YAMAHA	HONDA
Extended Coverage Offered	Up to 7 Years	Up to 5 Years	Up to 3 Years	Up to 3 Years	NOT OFFERED
Combined Coverage Offered	Up to 10 Years	Up to 8 Years	Up to 6 Years	Up to 6-Years Standard Up to 8-Years F350C	5-Years
Hour Limitation	1000-1500 <sup>5</sup>	Unspecified	Unspecified	Unspecified	
Factory Backed	YES	YES	NO	YES	
Non-Declining	YES	YES	Unspecified	NO Extended coverage covers major assemblies only	NOT OFFERED
Is Coverage Transferable	YES	YES	One Time <sup>6</sup>	YES	
Deductible Amount	\$50	\$25	Unspecified	\$0	
Accessories	Covered	NO - Gold Covered - Platinum	Unspecified	NO <sup>3</sup>	

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<sup>1</sup> All comparisons are based on manufactures published consumer coverage terms and may not be valid for commercial use. See all manufacturers full terms and conditions for specific details of each warranty.

<sup>2</sup> Accessories listed on engines original bill of sale receive same coverage terms. Accessories sold separately receive 1-Year warranty.

<sup>3</sup> Unless covered by separately purchased PowerMatched System Ltd 3-year warranty.

<sup>4</sup> External components Excluded from 2nd & 3rd year of warranty.

<sup>5</sup> Hours vary based upon the extended coverage selected. See Evinrude salesperson for details.

<sup>6</sup> Only transferable from original owner.

**EVINRUDE**



# EVINRUDE® E-TEC® G2™ RIGGING BUNDLES\*

**EVINRUDE E-TEC G2** **MSRP**

ICON II CONTROL SYSTEMCHECK GAUGE **\$1,701.<sup>36</sup>**



**EVINRUDE E-TEC G2** **MSRP**

ICON II CONTROL ICON PRO GAUGES W/GPS **\$2,822.<sup>12</sup>**



**EVINRUDE E-TEC G2** **MSRP**

ICON II PREMIUM CONTROL ICON PRO GAUGES W/GPS **\$3,572.<sup>74</sup>**



**EVINRUDE E-TEC G2** **MSRP**

ICON II PREMIUM CONTROL ICON 3.5 COLOR SCREEN GAUGE W/GPS **\$3,613.<sup>96</sup>**



**EVINRUDE E-TEC G2** **MSRP**

ICON II PREMIUM CONTROL ICON 4.3 COLOR TOUCH SCREEN GAUGE W/GPS **\$4,197.<sup>96</sup>**



**EVINRUDE E-TEC G2** **MSRP**

ICON II PREMIUM CONTROL ICON 7.0 COLOR TOUCH SCREEN GAUGE W/GPS **\$5,348.<sup>96</sup>**



\* All options also include: 15' battery cables, single key switch, Evinrude E-TEC G2 hub kit & standard panels. Propeller sold separately.  
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# EVINRUDE® E-TEC® G2™ RIGGING MENU\*

## GAUGES

<input type="checkbox"/> SYSTEM CHECK TACHOMETER <b>\$251.<sup>99</sup></b>	<input type="checkbox"/> ICON PRO TACH & SPEEDOMETER <b>\$1,136.<sup>77</sup></b>	<input type="checkbox"/> ICON 3.5 CTS GAUGE <b>\$1,177.<sup>99</sup></b>	<input type="checkbox"/> ICON 4.3 CTS GAUGE <b>\$1761.<sup>99</sup></b>	<input type="checkbox"/> ICON 7.0 CTS GAUGE <b>\$2,912.<sup>99</sup></b>	<b>\$</b>
					<b>TOTAL</b>

## ICON II CONTROLS

<input type="checkbox"/> SIDE MOUNT <b>\$1,099.<sup>39</sup></b>	<input type="checkbox"/> SINGLE BINNACLE <b>\$1,099.<sup>39</sup></b>	<input type="checkbox"/> PREMIUM SIDE MOUNT <b>\$2,181.<sup>99</sup></b>	<input type="checkbox"/> PREMIUM SINGLE BINNACLE <b>\$1994.<sup>00</sup></b>	<input type="checkbox"/> PREMIUM DUAL BINNACLE <b>\$3,135.<sup>00</sup></b>	<b>\$</b>
					<b>TOTAL</b>


## KEY SWITCHES

<input type="checkbox"/> SINGLE KEY <b>\$137.<sup>99</sup></b>	<input type="checkbox"/> SPLIT SINGLE KEY <b>\$156.<sup>99</sup></b>	<input type="checkbox"/> DUAL KEY <b>\$337.<sup>99</sup></b>	<input type="checkbox"/> SPLIT DUAL KEY <b>\$349.<sup>99</sup></b>	<b>\$</b>
				<b>TOTAL</b>

## BATTERY CABLES





<input type="checkbox"/> 10' CABLE <b>\$102.<sup>99</sup></b>	<input type="checkbox"/> 15' CABLE <b>\$211.<sup>99</sup></b>	<input type="checkbox"/> 20' CABLE <b>\$271.<sup>99</sup></b>
		

## CONVERTER

<input type="checkbox"/> ANALOG TO DIGITAL FUEL <b>\$143.<sup>99</sup></b>	<b>\$</b>
	<b>TOTAL</b>

NECESSARY FOR DIGITAL GAUGES W/ ICON II BLACK CONTROLS



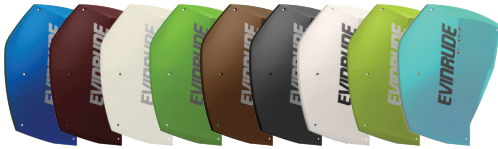
## PROPELLER

<input type="checkbox"/> VIPER TBX <b>\$672.<sup>99</sup></b>	<input type="checkbox"/> RAKER H.O. <b>\$784.<sup>99</sup></b>	<input type="checkbox"/> REBEL TBX <b>\$817.<sup>99</sup></b>	<input type="checkbox"/> RX4 <b>\$844.<sup>99</sup></b>
			

## PROP INSTALLATION

<input checked="" type="checkbox"/> TBX HUB KIT <b>\$91.<sup>99</sup></b>	<b>\$</b>
	<b>TOTAL</b>

## PANELS (TOP, FRONT & SIDES)

<input type="checkbox"/> STANDARD INCLUDED	<input type="checkbox"/> PREMIUM UPGRADE SEE DEALER	<input type="checkbox"/> EXCLUSIVE UPGRADE SEE DEALER	<b>\$</b>
			<b>TOTAL</b>

## ACCESSORIES (i.e. Engine Cover, Flush Kit, Support Brace, etc.)

<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>
<b>P/N</b>	<b>P/N</b>	<b>P/N</b>	<b>P/N</b>	<b>P/N</b>	<b>TOTAL</b>

## GRAND TOTAL

**\$**

\* All prices are MSRP in CAD at time of printing and are subject to change.

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