




SALES AND MARKETING

Date: **September 12, 2016**
 Recipient: **Sales Manager**
 Subject: **USA - Evinrude E-TEC Fall Sales Event**



PY17-05

PROGRAM DATES	Start Date	September 12, 2016
	End Date	December 4, 2016
EVINRUDE PORTABLE ENGINE OFFER	<ul style="list-style-type: none"> ■ 5-Year Factory Backed Limited Warranty <ul style="list-style-type: none"> ○ Package & Loose Engines & Accessories 	
EVINRUDE E-TEC & EVINRUDE E-TEC G2	PACKAGE ENGINE OFFER	
	<ul style="list-style-type: none"> ■ 5-Year Factory Backed Limited Warranty <ul style="list-style-type: none"> ○ Engine & Accessories 	
EVINRUDE E-TEC ENGINE OFFER (New & unused 15 HO – 300 HP engines, <u>excluding</u> G2 engines)	LOOSE ENGINE OFFER	
	<ul style="list-style-type: none"> ■ 5-Year Factory Backed Limited Warranty <ul style="list-style-type: none"> ○ Engine & Accessories <p><u>AND</u> - The Choice of one of the following benefits on 75 HP and above:</p> <p>Option 1: 1-Year Additional BEST Coverage</p> <ul style="list-style-type: none"> ○ Total 6-Year Warranty <p style="text-align: center;"><u>OR</u></p> <p>Option 2: Free SystemCheck Rigging</p> <ul style="list-style-type: none"> ○ Prop excluded <p style="text-align: center;"><u>OR</u></p> <p>Option 3: Promotional Retail Financing (as low as 4.9%)</p> <p style="text-align: center;"><u>OR</u></p> <p>Option 4: \$250 Rigging Credit</p>	
EVINRUDE E-TEC G2 ENGINE OFFER (New & unused 150HP – 300 HP G2 engines)	<ul style="list-style-type: none"> ■ 5-Year Factory Backed Limited Warranty <ul style="list-style-type: none"> ○ Engine & Accessories <p><u>AND</u> – The Choice of one of the following benefits :</p> <p>Option 1: 1-Year Additional BEST Coverage</p> <ul style="list-style-type: none"> ○ Total 6-Year Warranty <p style="text-align: center;"><u>OR</u></p> <p>Option 2: Free Evinrude E-TEC G2 Universal Rigging Kit PLUS ICON Pro Gauge</p> <ul style="list-style-type: none"> ○ White or Black ICON Pro Tach ○ Prop and prop hub excluded <p style="text-align: center;"><u>OR</u></p> <p>Option 3: Free Evinrude E-TEC G2 Digital Rigging PLUS ICON Pro Gauge</p> <ul style="list-style-type: none"> ○ Top Mount Binnacle or Concealed Side Mount Engine Control ○ White or Black ICON Pro Tach ○ prop and prop hub excluded ○ ICON Pro Gauge Upgrade Option Available. Reference Page 6 <p style="text-align: center;"><u>OR</u></p> <p>Option 4: Promotional Retail Financing (as low as 4.9%)</p> <p style="text-align: center;"><u>OR</u></p> <p>Option 5: \$500 Rigging Credit</p>	
 BRP REWARDS SPIFF	<ul style="list-style-type: none"> ■ Salesman Spiff: Up to \$300 Per Engine* (based on BRP Awards Debit Card Redemption) <ul style="list-style-type: none"> ○ 15 HO – 300 HP Package and Loose engines ○ Earn More by Selling More -reference page 8 for complete details 	
DEALER CONTRIBUTION	<ul style="list-style-type: none"> ■ \$1/HP Dealer Contribution (Applies to all offers except <u>Package</u> Evinrude E-TEC G2) <ul style="list-style-type: none"> ○ Free for Platinum Certified dealers 	



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- **Qualifier:** Dealers must have a current Dealer Agreement and be “in good standing” with BRP.
- Eligible models vary by offer.
- Warranty-registrations must be completed no later than ten (10) days following the end date of the retail promotion to receive promotional benefits.
- Outstanding certificates, where warranty-registrations or serial number visibility have not been received, will be cancelled on Friday, December 16, 2016. Promotional benefits will be removed, and debits will be processed, where applicable.
- Government, Commercial, and Pro Staff engine sales are NOT ELIGIBLE for consumer retail programs.
- Demo engines are eligible for consumer retail program(s) in effect at the time the Demo is retailed to a consumer.
- Please review the Dealer Binder for more information or contact your BRP Sales Representative.

5-YEAR FACTORY BACKED LIMITED WARRANTY OFFER

3 years of BRP Limited Warranty PLUS 2 years of BRP Extended Service Terms (B.E.S.T.) Coverage

- ✓ Retail Value Up to \$2,500
- ✓ The first three (3) years of coverage is BRP Factory Warranty. For terms and conditions, reference the Warranty Policies and Procedures Manual.
- ✓ Coverage for the following two (2) years is through the B.E.S.T. service contract. The terms and conditions of the B.E.S.T. service contract apply. For details, please refer to the B.E.S.T. contract.

Important conditions:

- B.E.S.T. applies to recreational use only with an hour limitation of 1,000 hours.
- B.E.S.T. does not cover engines with commercial and rental uses.
- B.E.S.T. coverage excludes certain types of repairs (i.e. wear and tear). Please refer to the “Exclusion” section of the B.E.S.T. contract.
- Owner pays \$50 deductible for repair costs due to a mechanical breakdown covered by the B.E.S.T. service contract.
- Coverage is fully transferable at no charge, but not cancelable, or according to applicable state laws.
- All rigging components purchased on the same bill of sale as the engine, will be covered under the same B.E.S.T. Warranty terms as the engine.
- Evinrude Jet Series engines are eligible for 5-year warranty offer on the upper unit only. The jet pump assembly will receive a 3-year BRP limited warranty.
- Benefit offered to Florida residents is a 5-year BRP Limited Warranty.

6-YEAR FACTORY BACKED LIMITED WARRANTY OFFER

3 years of BRP Limited Warranty PLUS 3 years of BRP Extended Service Terms (B.E.S.T.) Coverage

- ✓ Retail Value Up to \$3,375
- ✓ The first three (3) years of coverage is BRP Factory Warranty. For terms and conditions, reference the Warranty Policies and Procedures Manual.
- ✓ Coverage for the following three (3) years is through the B.E.S.T. service contract. The terms and conditions of the B.E.S.T. service contract apply. For details, please refer to the B.E.S.T. contract.

Important conditions:

- B.E.S.T. applies to recreational use only with an hour limitation of 1,500 hours.
- B.E.S.T. does not cover engines with commercial and rental uses.
- B.E.S.T. coverage excludes certain types of repairs (i.e. wear and tear). Please refer to the “Exclusion” section of the B.E.S.T. contract.
- Owner pays \$50 deductible for repair costs due to a mechanical breakdown covered by the B.E.S.T. service contract.
- Coverage is fully transferable at no charge, but not cancelable, or according to applicable state laws



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- All rigging components purchased on the same bill of sale as the engine, will be covered under the same B.E.S.T. Warranty terms as the engine.
- Evinrude Jet Series engines are eligible for 6-year warranty offer on the upper unit only. The jet pump assembly will receive a 3-year BRP limited warranty.
- Benefit offered to Florida residents is a 6-year BRP Limited Warranty.

3 Year Factory + 36 Month B.E.S.T. (Retail Value)	
Horsepower	MSRP
15 H.O. – 30 HP	\$450
40 HP – 60 HP	\$600
65 HP – 90 HP	\$750
90 H.O. – 115 HP	\$1,200
135 HP – 200 HP	\$1,575
200 H.O. – 250 HP	\$2,775
250 H.O. – 300 HP	\$3,375

EVINRUDE E-TEC - FREE RIGGING OFFER DETAILS

(Excludes Evinrude E-TEC G2)

FREE SYSTEMCHECK RIGGING KIT (or select individual rigging components)

- ✓ Consumers who repower with a qualified Evinrude E-TEC and Evinrude E-TEC Jet engine from an authorized full-line dealer have the benefit of receiving a free system check rigging kit. Retail value of up to \$1,500.
- ✓ SystemCheck Rigging components include a remote control, a wiring harness, an ignition switch, an oil tank, and SystemCheck tachometer. Engines with factory installed ICON actuators (engines designated with DE in model description, i.e. DE250PX) are excluded.
- ✓ If promotional parts are taken from existing dealer inventory the dealer will be required to reorder via the program to get the rigging parts at no charge. Credits will not be issued to replace dealer inventory.

CONSUMER UPGRADE FEE- ICON Pro / ICON EST Rigging (Parts Account Debit (P&A Debit)

Should the consumer choose to upgrade rigging components on 75 HP and above Evinrude E-TEC engines, the amount outlined below will be billed to the dealer's P&A account in addition to the standard \$1/HP dealer contribution fee. Consumer upgrade fees apply to all dealers including Platinum Certified dealers.

<u>Rigging Option</u>	<u>Installation</u>	<u>Consumer Upgrade Fee</u>
ICON Pro	Single	\$450
ICON Pro	Twin	\$600
ICON EST	Single	\$1,200
ICON EST	Twin	\$1,400
ICON EST	Triple	\$1,600

\$250 EVINRUDE E-TEC RIGGING CREDIT

When you sell an eligible Evinrude E-TEC or Evinrude E-TEC Jet engine through this promotion and select the rigging credit, you must apply the \$250 rigging credit amount directly to the consumer's bill of sale (BOS). We recommend that you be as specific as possible on the consumer's BOS about the details of the promotion clearly identifying what the consumer will receive. For each eligible engine sold with a consumer certificate created a dealer will receive a credit to their P&A account in the applicable dollar amount.



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EVINRUDE E-TEC G2 - FREE RIGGING OFFER DETAILS (Excludes Evinrude E-TEC)

OPTION 1: FREE EVINRUDE E-TEC G2 - UNIVERSAL RIGGING KIT PLUS ICON PRO TACH

The Evinrude Universal Repower Rigging System gives boaters the benefits of the new Evinrude E-TEC G2 without replacing a boat's current controls or gauges (offer includes Digital Tach Upgrade).

The Universal Repower Rigging Module mounts in the boat and converts the mechanical motions of standard shift and throttle cables into digital engine commands. This makes the existing analog engine controls compatible with the Evinrude E-TEC G2 engines, eliminating the need to replace the controls already installed in the boat.

Selecting this option includes the following components at no dealer charge:

1. Evinrude Universal Repower Rigging Kit – boat mounted component that converts mechanical cable motion into digital EST commands. Includes integrated digital to analog gauge signal converter allowing the re-use of installed SystemCheck and/or analog gauges.
 - Universal Rigging Kit p/n 767682 MSRP \$976 USD
2. Your choice of a White or Black ICON Pro Tachometer 3.5" round gauge (includes harness). This new gauge is engineered to support the Evinrude E-TEC G2 engine. Functions include i-Trim on/off, Steering Boost selection and Winterization modes through the gauge. Selection includes one Tachometer per engine. Matching Speedometer sold separately. Retail values are:
 - ICON Pro LCD Tach (white face) p/n 768008* MSRP \$395 USD
 - ICON Pro LCD Tach (black face) p/n 768007* MSRP \$395 USD

*Note: These are new p/n for the ICON Pro Gauge. Part numbers 766161 and 766184 do not include Evinrude E-TEC G2 engine mode selection functionality.

Evinrude Universal Rigging Kit – Additional Component Information

The Universal Rigging kit allows the re-use of existing mechanical shift and throttle controls and analog gauges to offer a reduced cost rigging solution for the Evinrude E-TEC G2 engine. The Universal Kit works with SystemCheck controls, SnapIn cables and SystemCheck gauges. The system also works with other OEM controls and cables, SAE /3300 type cables and most aftermarket controls. Analog controls, gauges, control cables, key switch and SystemCheck MWS wire harness can be reused if in good working order.

Competitive controls using SAE 3300 series, universal type control cables will require selection of a cable end adapter, plus a new SystemCheck wire harness, and a key switch: These components are included as required in each Universal Rigging kit selected based upon brand/year of engine being replaced.

Universal Rigging Kit p/n 767682 includes:

5008963 Converter Box, 587173 15' backbone cable, 3-764151 tee, 764155 terminator, 764161 6' backbone cable, 764162 15' cable, 766592 15' cable & fuse assembly, 766596 battery harness adapter, 766433 power node and tee

Application Note: The Universal Rigging module includes a Digital to Analog converter. This allows the re-use of a boat's existing instrumentation. As an additional program benefit, a NEW ICON Pro LCD Tachometer is included in this offering. This new Tach provides Evinrude E-TEC G2 engine mode functionality (i-Trim, steering boost adjustment and Winterization through the gauge). If the customer wishes to add a matching ICON Pro speedometer (50MPH or 80MPH), these are available for purchase.



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Notes: Battery cables, Prop(s) and Prop Hub(s), ICON Pro Speedometer, and Tie Bars (multi engine) are not included. These items are available for purchase through BOSSWeb via Evinrude E-Rig Rigging Configurator. All part numbers are subject to supersession; refer to Evinrude E-Rig for latest info.

- ✓ Qualified consumers will receive an Evinrude E-TEC G2 – Universal Rigging Kit.
- ✓ Rigging kits will vary based on repower application. See table below for details.
- ✓ Upon certificate creation, dealer will select the appropriate Universal kit and components required for each application. Kits will be built and sent to dealer at no charge.
- ✓ Credits will not be issued to replace parts taken from dealer inventory.
- ✓ Triple+ engine applications are not eligible.

Please reference the chart below for details as to what each free Evinrude E-TEC G2 Universal rigging kit will contain.

- ✓ Upon certificate creation in Consumer Retail Program Entry, dealer will be prompted to select one of the engine brands listed below.
- ✓ Upon selection, rigging kits will be built and sent at no charge.
- ✓ Example # 1: Dealer selects Evinrude/Johnson (1996-newer), dealer receives:
 - Universal Rigging Kit **PLUS ICON Pro Tach**
- ✓ Example # 2: Dealer selects Yamaha within certificate creation, dealer receives:
 - Universal Rigging Kit, cable adapter, wire harness and key switch **PLUS ICON Pro Tach**

Evinrude E-TEC G2 Universal Rigging Compatibility Chart

Engine Brand	Evinrude/Johnson 1995 or older	Evinrude/Johnson 1996 or newer, 2 or 4 Stroke	Yamaha 2 or 4 Stroke	Mercury 2 or 4 Stroke	Suzuki 4 Stroke	Honda 4 Stroke
Reuse Existing Control Box	YES	YES	YES	YES	YES	YES
Reuse Existing Control Cables	YES	YES	Required Cable Adapter Included in Rigging Selection	Required Cable Adapter Included in Rigging Selection	Required Cable Adapter Included in Rigging Selection	Required Cable Adapter Included in Rigging Selection
Reuse Existing Wire Harness	Required Harness Included in Rigging Selection	YES	Required Harness Included in Rigging Selection	Required Harness Included in Rigging Selection	Required Harness Included in Rigging Selection	Required Harness Included in Rigging Selection
Reuse Existing Ignition Switch	Required Key Switch Included in Rigging Selection	YES	Required Key Switch Included in Rigging Selection	Required Key Switch Included in Rigging Selection	Required Key Switch Included in Rigging Selection	Required Key Switch Included in Rigging Selection

* System Check components

OPTION 2: FREE EVINRUDE E-TEC G2 DIGITAL RIGGING PLUS ICON PRO TACHOMETER

The Evinrude E-TEC G2 engine provides the benefits of fully Digital shift and throttle actuation. Evinrude engineers have designed digital engine controls that provide smooth, predictable and precise engine commands.

Selecting this option includes the following components at no dealer charge:

1. Your choice of **Evinrude E-TEC G2 Digital Rigging Kits**. These kits include all required components to rig Evinrude E-TEC G2 engines **excluding prop, prop hub, battery cables, ICON Pro Speedometer and tie bar (multi engine)**. The retail value of the eligible kits are:

- Single Top Mount ICON II Kit p/n 768443 MSRP \$1,065 USD
- Concealed Side Mount ICON II Kit p/n 768444 MSRP \$1,065 USD
- Dual Engine ICON Rigging Kit p/n 767984 MSRP \$2,993 USD
- Triple Engine ICON Rigging Kit p/n 767986 MSRP \$4,192 USD



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2. *Your choice of a **White or Black ICON Pro Tachometer** 3.5" round gauge (includes harness). This new gauge is engineered to support the Evinrude E-TEC G2 engine. Functions include i-Trim on/off, Steering Boost selection and Winterization modes through the gauge. Selection includes one Tachometer per engine. Matching Speedometer sold separately. Retail values are:*

- ICON Pro LCD Tach* (white face) p/n 768008* MSRP \$395 USD
- ICON Pro LCD Tach* (black face) p/n 768007* MSRP \$395 USD

*Notes: These are new p/n for the ICON Pro Gauge. Part numbers 766161 and 766184 do not include Evinrude E-TEC G2 engine mode selection functionality.

CONSUMER UPGRADE FEE- ICON Digital Gauge Options (Parts Account Debit)

Should the consumer choose to upgrade Gauge components on Evinrude E-TEC G2 engines, the amount outlined below will be billed to the dealer's P&A account in addition to the standard \$1/HP dealer contribution fee. Consumer upgrade fees apply to all dealers including Platinum Certified dealers.

<u>Upgrade Gauge Option</u>	<u>Gauge Type</u>	<u>Consumer Upgrade Fee</u>
ICON 3.5 CS	Digital	\$216
ICON Touch 4.3 CTS	Digital	\$760
ICON Touch 7.0 CTS	Digital	\$1,450

Evinrude E-TEC G2 Digital Rigging Kit – Component Contents

Single Top Mount ICON II Kit p/n 768443 includes:

Remote Control and wire harness, 587175, 25ft EST backbone harness, 766592, 15ft power cable to battery, 587185 extension battery power, 766554 Ignition switch, 764163, 25ft NMEA backbone harness, 764161, 6ft ext harness, 765132, 2ft ext harness and 767433 power node & tee, 2-764151 tee and 764155 terminator

Concealed Side Mount ICON II Digital Rigging Kit p/n 768444 includes:

Remote Control and wire harness, 587174, 20ft EST backbone harness, 766592 power to battery cable, 766554 Ignition switch, 764163, 25ft NMEA backbone harness, 764161, 6ft ext harness, 767433 power node, 2-764151 tee and 764155 terminator

Dual Engine ICON Digital Rigging Kit p/n 767984 includes:

766564 Control and harness, 587175, 25ft EST backbone harness, 587172, 6 port hub, 2 of 587180 private engine cables, 766592, 15ft power cable to battery, 587185 5ft extension battery power, 766557 Ignition switch panel, 764163, 25ft NMEA backbone harness, 2 of 764162, 15ft NMEA ext harness, 765132, 2ft NMEA extension harness and 767433 power node & tee, 3-764151 tee and 764155 terminator

Triple Engine ICON Digital Rigging Kit p/n 767986 includes:

766564 Control and 587227 harness, 587175, 25ft EST backbone harness, 766592, 15ft power cable to battery, 587185, 5 ft battery power extension, 766556, Master power switch panel, 766559 triple engine start panel, 766583 triple engine trim panel, 2-587187 Ign & trim module extension, 587172 1-6 port hub, 3 of 587180 private network engine cables 764163, 25ft NMEA backbone harness, 3 -764162, 15ft ext harness, 765132, 2ft extension harness and 767433 power node & tee, 4-764151 Tee, and 764155 terminator

Notes: Battery cables, Prop(s) and Prop Hub(s), ICON Pro Speedometer, and Tie Bars (multi engine) are not included. These items are available for purchase through BOSSWeb via Evinrude E-Rig Rigging Configurator. All part numbers are subject to supersession; refer to Evinrude E-Rig for latest info.



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\$500 EVINRUDE E-TEC G2 RIGGING CREDIT

When you sell an eligible Evinrude E-TEC G2 engine through this promotion and select the rigging credit, you must apply the \$500 rigging credit amount directly to the consumer's bill of sale (BOS). We recommend that you be as specific as possible on the consumer's BOS about the details of the promotion clearly identifying what the consumer will receive. For each eligible engine sold with a consumer certificate created a dealer will receive a credit to their P&A account in the applicable dollar amount.

SHEFFIELD FINANCIAL PROMOTIONAL FINANCING OFFER: "Retail Financing As Low As 4.99% APR. Up to 72 month Term Available. Minimum Amount Financed As Low As \$1,500"

- ✓ Financing offer is available on loose Evinrude E-TEC engines only.
- ✓ Financing offer is available for Tier A-C consumers only.
- ✓ Consumer down payment not required, subject to 90% of MSRP maximum loan advance (marginal credit may be counter-offered to require a down payment)
- ✓ First payment due within 35 days after loan is finalized.
- ✓ Loan Payment Example: Tier A-C approval: 4.99% APR, Term: 48 months, Amount Financed: \$7,500, Monthly Payment: \$172.69
- ✓ Minimum transaction amount: \$1,500 for 36 month term, \$5,000 for 48 month term, \$10,000 for 60 month terms, and \$20,000 for 72 month term.
- ✓ For transaction amounts higher than \$50,000, please contact Sheffield Financial.
- ✓ In order to offer any finance program from Sheffield Financial to the customer, a dealer must be enrolled with Sheffield Financial. To do so, you must complete the sign-up process as follows:
 - Go to www.sheffieldfinancial.com
 - Click on "Dealer" section
 - Click on either "Start Now" or "Dealer Registration"
 - Follow the easy 3-step process
- ✓ All sales of previously owned or registered units, promotional purchases such as giveaways, PR Demo units, or units sold for Government, Commercial/Rental purposes do not qualify.

Consumer Financing Internet Processing:

Register your dealership, submit applications, create printable contracts and check approval & funding financing status at www.sheffieldfinancial.com or call [1-800-438-8892](tel:1-800-438-8892) (option 1) for assistance.

Consumer Financing Processing Instructions:

To submit the transaction for payment to Sheffield Financial, go to www.sheffieldfinancial.com. Click on "Dealer" section. After Dealer Log-in, click Status of Application and select the customer's application. When the Complete Approval Process icon (a green checkmark) is selected, an Instructions Page will print-out with the contract.

SHEFFIELD FINANCIAL STANDARD FINANCING OFFER: "Retail Financing as Low as 10.99% for 60 months with a minimum \$1,500 financed" (Can be offered in addition to B.E.S.T. Warranty Option)

Installment Plan (Up to 60 months)		
Tier	FICO Score	Promotional APR
A	≥730	10.99%
B	700-729	
C	675-699	
D	650-674	12.99%
E	<650	



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- ✓ Loan Payment Example: Tier A-B approval: 10.99% APR, Term: 60 months, Amount Financed: \$7,500, Monthly Payment: \$163.03

SHEFFIELD FINANCIAL STANDARD FINANCING OFFER CONTINUED:

Consumer Financing Disclosure:

- ✓ The financing offer described in this Sales Bulletin is subject to standard credit qualifications and acceptance of customers by Sheffield Financial.
- ✓ The financing offer that has been provided in this Sales Bulletin is the responsibility of Sheffield Financial, and it accurately reflects the details of this specific special financing offer.
- ✓ Neither BRP US Inc. nor its affiliates shall be held responsible for this financing offer or any upcoming changes from Sheffield Financial as they relate to this offer.
- ✓ How you use this information in any consumer advertisement promoting this special finance offer is your responsibility. We recommend you consult with your own legal counsel to ensure any applicable advertisement is in compliance with local and federal guidelines and laws.

This offer is subject to the terms of the dealer agreement between Sheffield Financial and the dealership, and to the terms of any agreement between Sheffield Financial and BRP US Inc. In case of inconsistency, the terms of those agreements will prevail.



BRP REWARDS PROGRAM INCENTIVE:

For each Loose and Package Evinrude E-TEC and Evinrude E-TEC G2 engine that is sold and warranty registered between **September 12, 2016 and March 31, 2017** eligible dealer Sales Representatives will earn increased BRP Bucks!

This new tiered approach provides dealer sales representatives with the opportunity to earn more by selling more over 2 full promotional periods (Fall & Boat Show Promotions). Engines must be reported in the BRP Rewards Program and have a corresponding Fall or Boat Show Consumer Retail Certificate on file.

How this works ~ If a sales person earns Tier 3 BRP Bucks; engines originally processed with Tier 1 & Tier 2 BRP Bucks will have incremental BRP Bucks applied. Example: Once a salesman sells 6 engines, Tier 2 BRP Bucks will be applied to engines 1 – 5. This same process will apply as Tier 3 BRP Bucks are achieved, all engines 1-15 will receive Tier 3 BRP Bucks.

	HP Sold	<u>Tier 1</u> BRP Bucks Earned (1 - 5 Engines)	<u>Tier 2</u> BRP Bucks Earned (6 – 15 Engines)	<u>Tier 3</u> BRP Bucks Earned (16+ Engines)
Evinrude E-TEC	15 H.O. – 115 H.O.	50	75	100
Evinrude E-TEC	135 H.O. – 300 HP	100	150	200
Evinrude E-TEC G2	150 HP – 300 HP	200	250	300

PROGRAM PROCESSING

- 1) Use the paper copy of the Fall Consumer Retail Program certificate, included in this packet, to gather all of the consumer's information at the time of the sale. *The consumer must sign and date the certificate.* Place the certificate with a copy of the bill of sale and keep it with your records. The promotional details must be noted on the consumer's bill of sale. We recommend that you be as specific as possible about the details of the promotion.
 - *Auditing Process:* BRP reserves the right to audit all purchases. If audited, dealers must provide a copy of a signed certificate and a copy of the bill of sale to BRP. If a dealer is unable to produce the necessary documentation for an audit, the dealer will be charged back for the full cost of the program.



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- 2) Log onto BOSSWeb (www.bossweb.brp.com) and create a certificate for the Fall Consumer Program:
 - Click on the 'Sales' link, and then click on the 'Consumer Retail Program Entry' link.
 - Enter the requested information (i.e. serial number of the engine etc.).
 - Enter the appropriate consumer information (purchase date, owner name, etc.)
 - Click on 'submit' to report the information; an electronic consumer certificate will be created along with a copy of the B.E.S.T. terms and conditions.
- 3) Print a copy of the electronic Consumer Retail Program Certificate and B.E.S.T. terms and conditions; provide one copy to your consumer and include one copy with your dealer records.
- 4) If you haven't already done so, warranty register the engine by following the standard registration process on BOSSWeb.

IMPORTANT DETAILS

- ✓ Consumers will receive confirmation of program benefits from BRP approximately 30–60 days after a dealer reports all information on BOSSWeb.
- ✓ Creating a certificate with a serial number and warranty registering an engine on BOSSWeb are two separate steps. Both steps must be completed by December 4, 2016 in order for a consumer certificate to be processed and paid.
- ✓ The consumer name that is entered in BOSSWeb must match the consumer name that is entered when the engine is warranty registered. Name changes will not be allowed after a certificate is entered.

RULES & CONDITIONS

- ✓ Awards issued under this promotion and all applicable taxes are the sole responsibility of the consumer, and not BRP, its agents or affiliated companies. Awards may NOT be substituted, transferred or exchanged for cash.
- ✓ If a dealer participates in this program, it is the dealer's responsibility to follow the rules and complete all of the necessary steps. BRP reserves the right to charge dealers for the full cost of the program if they do not abide by the program rules or if they sell outside of the published program period.
- ✓ It is the dealer's responsibility to ensure that the registration is accepted and reflected in BRP's warranty system within the prescribed timeframe and that a consumer certificate has been entered on BOSSWeb.
- ✓ **Retail sales warranty registered prior to September 12, 2016 or after December 4, 2016 are excluded.**
- ✓ Sales to businesses are excluded. Engines purchased through the Commercial, Government, Professional or any other seasonal programs are excluded from this program. Previously owned or registered engines are excluded.
- ✓ Dealers must indicate the promotional option being chosen on all consumer bills of sales.
- ✓ BRP reserves the right to conduct random audits at its discretion and disqualify any dealer from this sales program if discrepancies are found between dealer sales records and reported sales. Without any prejudice to any other recourse under the BRP Dealer Agreement, BRP may charge back the dealer for all discrepancies. In the case of a claim or dispute concerning this sales program, dealers agree to be bound by these terms and conditions. All BRP decisions regarding this sales program are final and without appeal.
- ✓ Any disputes must be submitted in writing and postmarked no later than 60 days from the end of this sales program. After this time, no disputes will be accepted regardless of the reason. Correspondence may be faxed to 800-360-1100 or directed to: BRP Marketing, ATT: Program Management, 10101 Science Dr., Sturtevant, WI 53177.
- ✓ If a dealer does not submit an eligible sale on time per the published program rules, the dealer may contact BRP and make a formal request for a late entry to be considered. The dealer must provide a Bill of Sale and a Consumer Certificate signed by the consumer and dealer. If the engine purchased was in fact eligible for the program, BRP may, at its own discretion, choose to process the program benefits with an increased dealer contribution of \$4/HP (For example, a 150 HP engine would have a \$600 contribution fee).
- ✓ For more information, contact your BRP sales representative at 1-800-888-4662.



**EVINRUDE
FALL SALES EVENT
RETAIL PROGRAM CERTIFICATE - (Paper Copy)**

Program Dates: September 12, 2016 - December 4, 2016

Dealer Information:

Use this certificate to gather all of the consumer's information at the time of the sale. The consumer must sign and date the certificate below. Place the certificate along with a copy of the bill of sale and keep it with your records. BRP reserves the right to audit all purchases. Fall Sales Event certificates must be electronically reported to BRP on BOSSWeb during the program period. Terms and conditions apply.

Consumer Information:

Name _____ Telephone _____
 Address _____
 City, State, Zip Code _____

Consumer Options - Check One

EVINRUDE PORTABLE ENGINE OFFER

5-Year Factory Backed Limited Warranty

PACKAGE ENGINE OFFER

(Evinrude E-TEC & Evinrude E-TEC G2 Engines)

5-Year Factory Backed Limited Warranty

LOOSE ENGINE 'REPOWER' OFFER

Evinrude E-TEC Engines

5-Year Factory Backed Limited Warranty

AND - The Choice of one of the following benefits on 75 HP and above:

Option 1: 1-Year Additional BEST Coverage

o Total 6-Year Warranty

OR

Option 2: Free SystemCheck Rigging

OR

Option 3: Promotional Retail Financing (as low as 4.9%)

OR

Option 4: \$250 Rigging Credit

Evinrude E-TEC G2 Engines

5-Year Factory Backed Limited Warranty

AND - The Choice of one of the following benefits :

Option 1: 1-Year Additional BEST Coverage

o Total 6-Year Warranty

OR

Option 2: Free Evinrude E-TEC G2 Universal Rigging Kit PLUS ICON Pro Gauge

OR

Option 3: Free Evinrude E-TEC G2 Digital Rigging PLUS ICON Pro Gauge

OR

Option 4: Promotional Retail Financing (as low as 4.9%)

OR

Option 5: \$500 Rigging Credit

I verify that all promotion selection options were presented to me and I chose the option listed above.

Consumer Signature _____ **Date** _____

Dealer Number _____ Date of Purchase _____

Dealer Name _____

Engine Model Number _____ Serial Number _____

Dealer's Signature _____

Dealer agrees to complete this form and report the information on BOSSWeb (www.bossweb.brp.com)

* For full program details, see the Evinrude Fall Sales Event Program Rules (sales bulletin PY17-05).

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