



Overview: Bayliner's Time to Buy Sales Event for 2020 is going to be a great opportunity to drive retail sales during this winter's key boat show season. The Time to Buy Sales Event is an integral part of Bayliner's strategy to develop a series of annual promotional campaigns that build equity with customers and establish continuous brand awareness. The 2020 promotion has been tailored to provide our dealer network with a unique marketing opportunity to drive consumers into dealerships and incentivize them to buy now and not wait until the spring or summer. We urge you to read this program thoroughly and follow the promotion rules to qualify for these exciting benefits.

Dates: Bayliner's Time to Buy Sales Event is in effect in the United States and Canada January 3rd, 2020 – March 1st, 2020. See additional guidelines in the rules.

Details: The Time to Buy Sales Event will consist of a factory rebate program as outlined in the table on the following pages. This program will allow dealers to promote factory rebates on select models to incentivize consumers to buy early and take advantage of these benefits. Please see below for program details and rules.

	Model	Rebate		Model	Rebate
VR Series	VR4	\$1,000	Deck Boats	DX2050	\$3,000
	VR5	\$1,750		DX2000	\$3,000
	VR6	\$2,000		215DB	\$2,500
	VR4 OB	\$1,000		210DB	\$2,500
	VR5 OB	\$1,750			
	VR6 OB	\$2,000			
Element	160EL	\$750			
	180EL	\$1,000			
	210EL	\$1,500			
	180EF	\$1,000			
	210EF	\$1,500			
Requirements					
Location		US & Canada Only			
Eligible Inventory		Models Listed in Chart Above In Stock Models Only (No Orders)			
Orders Submitted		60% of APT by Jan. 3rd and 85% of APT by Feb 15th, 2020			
Other		Must Retail Register, Submit Incentive Claim Form, and Copy of Retail Sale Contract via Compass by March 6th. See Additional Rules			

Retail rebates are denoted in USD and apply to all model years of the boats listed. If a model is not specifically listed above, it is not eligible for factory rebates.



Administration of Bayliner Factory Rebate Program on Select Models: Dealers have 5 days from the date of sale to register, submit a copy of the retail sale contract, and rebate claim eligible models on Compass. Any qualifying unit sold and then registered, and rebate claimed on Compass during the promotional period by a participating dealer will automatically trigger the retail rebate. Because the sale ends March 1st, 2020, the last day to register and rebate claim a boat will be March 6th, 2020.

Marketing Requirement: Dealers wishing to participate in Bayliner's Time to Buy Sales Event will be required to market this promotion in the following ways:

Social Media Posts: To be eligible for this promotion, each dealer is required to make a weekly post during the promotional period on two of the following social media platforms (Facebook, Instagram, & Twitter). The content of these posts should focus on Bayliner and/or the Bayliner Time to Buy Sales Event Promotion. These posts should create awareness for Bayliner and our dealer network, which will help to bolster Bayliner and our dealers into a consumer's consideration set when buying a new boat. The dealers will need to use the following hashtags on each post to receive credit for the social media post (*#Timetobuy #Bayliner #funinthesun #familyboating*). These posts must comply with Bayliner's advertising policies.

Dealers must also advertise the Time to Buy Sales Event Promotion on the following locations in order to be eligible for the Time to Buy Sales Event Promotion.

- Website Display
- Event Show Signage (if dealer is participating in an event during applicable promotion period)
- Showroom via Point of Sale Material

Your District Business Manager will be ready to assist you with access to needed artwork or creative to meet this requirement if it is outside what is currently available on marketing.bayliner.com. Bayliner reserves the right to audit the marketing requirement. Upon first violation, your District Business Manager will notify you in writing and you will have 2 days to remedy the issue. Upon second violation, Bayliner reserves the right to halt dealer participation in this and any future promotions. ***Failure to comply with this requirement will result in the dealer being deemed ineligible for participation.***

Advertising: Bayliner will be promoting this sale on a variety of online properties including: Google, Yahoo, Bing, Facebook, Boating Magazine (online), iBoats.com, Boatdealers.ca and others. There will also be a special landing page incorporated into the Bayliner web site for lead capture capability. Interested consumers that submit their contact information will be routed to the appropriate dealer(s). All assets for this sale will be available on marketing.bayliner.com for dealers to include in their digital and social marketing efforts.



Participation Requirements: Participation is open to any United States or Canadian authorized Bayliner dealer who is in compliance with Bayliner's MY 2020 dealer agreement, has submitted orders equating to at least 60% of their Annual Planning Target (APT) by January 3, 2020, and 85% of their APT by February 15, 2020, and has completed/submitted a dealer sign-up sheet.

Offer Rules & Promotion Process

1. A Bayliner Time to Buy Sales Event sign-up sheet (see final page) must be completed and submitted in order to qualify for this promotion.
2. All new, non-wholesale discounted, and never-before-titled qualifying Bayliner boats are eligible for the promotion benefits listed in this document during the promotional period. For wholesale discounted units, Bayliner will meet the difference between the wholesale discount and the "Time to Buy Sales Event" promotion if the rebate applies. Any models that do not explicitly appear in the preceding chart are not eligible for the benefits of this promotion.
3. To be eligible Dealers must have a signed 2020 Sales and Service Agreement, Annual Planning Target (APT), and must have submitted orders equating to at least 60% of their Annual Planning Target (APT) by January 3, 2020, and 85% of their APT by February 15, 2020.
4. To be eligible dealers must also comply with the marketing requirements outlined above. Failure to do so may result in the dealer losing eligibility for this promotion.
5. Boats must be sold by March 1st, 2020 and registered on Compass within 5 days (and no later than March 6th, 2020) to qualify.
6. The "sold" date is defined as the date when the deal is finalized, and/or funded. This is generally not the initial contract date.
7. Retail sold boats which are not in dealer's inventory must be delivered and warranty registered by March 6th, 2020. This program is intended to drive consumers to purchase "in stock" dealer inventory, which is why boats not in inventory will not be eligible unless they are delivered and warranty registered by March 6th, 2020.
8. The retail rebate cannot be used as a down payment.
9. The Time to Buy Sales Event promotion benefits cannot be combined with any other offers.
10. Bayliner retail rebate, if applicable, must be detailed on the retail purchase contract and applied at the time of purchase.
11. A copy of the retail purchase contract must be submitted with the incentive request via compass or Bayliner reserves the right to withhold the benefits of this promotion until the retail contract is submitted.
12. Boat must be sold in dealer's authorized territory to receive the benefits of this promotion.
13. The retail sold boat must be paid off floorplan to receive the benefits of this promotion.
14. **To receive the benefits of this promotion, the dealer must warranty register the boat online AND complete an incentive claim form online within 5 days of sale. A retail contract must be**



submitted along with the incentive request via Compass to validate the consumer purchase date and customer location. FAILURE TO MEET THIS REQUIREMENT WILL RESULT IN NON-PAYMENT OF THE ASSOCIATED BENEFITS.

Ineligible boats: Any model not specified on the Rebate Schedule above is ineligible. Any boat sold out of territory is not eligible. A retail contract must be submitted with the incentive request form to validate the consumer purchase date and customer location. Any boat not registered within 5 days of sale (and no later than March 6th, 2020) will be deemed ineligible.

Audit Process

Bayliner reserves the right to audit submissions and to contact consumers to verify each sale. In an audit a dealer may be asked to supply information related to the Offer Rules and boat sales during the course of the promotion. Should any of these Offer Rules be violated for any reason, the benefits of this promotion will not be provided to the dealer. The discovery of a violation through an audit or otherwise, may result in the following:

- **Violation in first audit:** Loss of the benefits of this promotion on ineligible boat(s) related to promotion(s) time period which is audited
- **Violation in second audit:** Loss of benefits of this promotion on ineligible boat(s) related to promotion(s) time period which is audited and may result in disqualification from future promotions
- Bayliner further reserves all of its rights and remedies under the Sales and Service Agreement

If you have any questions regarding any portion of this promotion, please contact your District Business Manager:

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Time to Buy Sales Event Dealer Sign Up Sheet

Dealership Name: _____

Bayliner Dealer #: _____

Printed name _____ Signature: _____

With my signature above, I indicate that the dealership would like to participate in Bayliner's Time to Buy Sales Event and agrees to the following eligibility requirements:

- Only new, non-wholesale discounted, never-before-titled qualifying Bayliner boats are eligible. For wholesale discounted units, Bayliner will meet the difference between the wholesale discount and the "Time to Buy Sales Event" promotion if the rebate applies.
- To be eligible Dealers must have a signed 2020 Sales and Service Agreement, Annual Planning Target (APT), and must have submitted orders equating to at least 60% of their Annual Planning Target (APT) by January 3, 2020, and 85% of their APT by February 15, 2020.
- To be eligible dealers must also comply with the marketing requirements outlined in the program. Failure to do so may result in the dealer losing eligibility for this promotion.
- Boats must be sold by March 1st, 2020, registered on Compass, and incentive claim form submitted via Compass within 5 days (and no later than March 6th, 2020) to qualify.
- The retail sold boat must be paid off floorplan to receive the benefits of this promotion.
- The "sold" date is defined as the date when the deal is finalized, and/or funded. This is generally not the initial contract date.
- Boat must be sold in dealer's authorized territory to receive the benefits of this promotion.
- The factory rebate cannot be used as a down payment.
- The Time to Buy Sales Event promotion benefits cannot be combined with any other offers.
- Bayliner retail rebate, if applicable, must be detailed on the retail purchase contract and applied at the time of purchase. A copy of the retail sales agreement must be scanned and submitted to Compass for the benefits to be processed.

Completed form is due by January 14th, 2020. Please fax this completed form to 865.444.6103. You may also scan or take a picture of the completed form with your cell phone and email it to Sandra Day @ sandra.day@brunswickboatgroup.com.