

Parts & Accessories Bulletin

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NEW PRODUCT SPECIFICATION SHEETS

Many dealers have reported a desire to use the New Product Specification Sheets in their retail marketing effort by showing them to their customers, however, because the sheets contain dealer net prices and the gross profit margin (GPM) this has proven awkward at times. To compensate for this, we will now be showing dealer net prices and the GPM by means of a code very similar to that being used in the Confidential Price Book.

For example:

OLD WAY: Dealer Net: \$8.75 (35% GPM)

NEW WAY: Dealer Net: 0008N750-35

the N denotes the decimal point while the pertinent numbers to left and right indicate dollars and cents. The GPM follows to the right of the hyphen.

We hope this change proves a benefit in your marketing efforts.

PARTS AND ACCESSORIES DIVISION

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FOR FUTURE REFERENCE