

# SALES BULLETIN

REVISED DATE: April 10, 2019

**SUBJECT:** Johnston Sweepers - Bucher Municipal North America Demo Program

## Program Overview:

The purpose of the Johnston Sweepers - Bucher Municipal Demo Program is to encourage JS/BMNA Dealers to demonstrate Johnston sweepers since this activity is paramount in achieving an optimal position in the North America marketplace.

By being devoted to this fundamental discipline of consistently demonstrating our partnership will give our prospects and existing customers the opportunity to regularly learn and experience all the advantages and benefits of a Johnston Sweeper which will result in a high level of predictable sales.

## Dealer Owned Demo:

This part of the program is designed to provide extended payment terms or an up-front discount that will take some of the financial burden away from a dealer that is looking to better develop and grow their sales territory.

Dealer demonstrators can be ordered by using the standard order process. When submitting JS/BMNA's price and build sheet to profile how the unit is to be equipped, you should identify with JS/BMNA order entry staff that the unit is to be a "Dealer Demo" and designate which ownership option you are choosing.

### Option 1)

- Dealer Demonstrators will be invoiced at full Dealer Net Pricing per the current price pages.
- Full payment is due within 150 days of shipment or when the unit is sold by the Dealer, which-ever comes first.

### Option 2)

- Dealer Demonstrators will be invoiced at Dealer Net less an \$8,000 discount (applies to ES, RT and VT models; C201 discount is \$4,000) off the total unit price.
- Full payment due under the standard Net 30 Day Terms.

## The up-front demonstrator discount or extended terms requires the following conditions be observed and complied with:

1. A minimum of twelve (12) demonstrations are to be conducted. The demonstrator unit ordered under this program must be retained by the dealer and not sold until a minimum of twelve (12) demos are completed. Failure to adhere to this condition will void any discount or extended terms offered by JS/BMNA under this program.
2. For the purpose of definition, a "qualified demonstration" must simulate real world operations of sweeping and/or catch basin cleaning in a working environment.
3. Only one (1) demonstration per prospective customer will count towards the quantity of required demonstrations in order to qualify for the discount or extended terms.
4. The discount or extended terms is for demonstrator units only and not intended initially for end user orders or to be rented. Failure to adhere to this provision will disqualify you from further participation in the demo program.
5. Dealer must submit demonstration reports to his Sales Manager for verification to retain their discount or extended terms. See attached [Demo Request & Report](#) form.
6. **JS/BMNA reserves the right to rescind the dealer demo incentive of \$8,000 or extended terms (the charge-back will be 1.5% per month of the invoiced amount) should twelve (12) demonstrations not be conducted or the demo sweeper was sold immediately upon receipt without approval of JS/BMNA.**
7. Completed Demonstration Reports provide valuable feedback to Johnston Sweepers/Bucher Municipal North America and are the primary measure of demonstrator use. Accurate reporting will ensure the future viability of the JS/BMNA "Dealer Owned Demonstrator Program" and the availability of Johnston owned demonstrator units.
8. Johnston Sweepers reserves the right to cancel or modify this program at their sole discretion at any time.



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## Johnston Owned Demo:

JS/BMNA invests in a fleet of demonstrators available for dealers to employ per the following conditions:

1. Dealer to complete "Demo Request & Report" form 3 weeks prior to demo requirement(s) and submit to assigned Sales Manager.
2. Receiving dealer of incoming demo will be responsible for the transportation costs. The receiving dealer is responsible for arranging incoming transportation or JS/BMNA under the instruction of receiving dealer arrange for transportation and invoice the receiving dealer the incurred cost.
3. All transport companies contracted to move JS/BMNA demos must have insurance coverage as outlined below in condition # 6.
4. Whether a demo is incoming or departing dealers must complete a Demo Inspection Report (see attached) and submit the form to your respective Sales Manager.
5. Any damage, maintenance and cleaning ignored or wear items not replaced will be invoiced to previous dealer of record at time of discovery.
6. Any dealer and contracted transport companies utilizing and/or moving JS/BMNA's owned demo fleet must carry **Automobile Liability and Physical Damage Insurance** – with minimum limits of the greater of (i) \$1,000,000 combined single limit or \$1,000,000 bodily injury per person/\$1,000,000 bodily injury per accident/\$1,000,000 property damage, or (ii) applicable statutory limits. Dealers or transport companies assume the risk of loss of, or damage too, all Vehicles under their employ, commission or jurisdiction. Dealer or transport companies shall at its sole cost procure and maintain an automobile collision and comprehensive insurance policy protecting Johnston Sweepers (JS)/Bucher Municipal North America (BMNA) and its partners against any and all loss or damage to each Vehicle, and shall name BMNA as Loss Payee. Collision and comprehensive deductibles shall each not be a limit greater than \$1,000.