

Buy. Save. Fish.



PROMOTION INSTRUCTION MANUAL AND DEALER PARTICIPATION AGREEMENT

UP TO
\$3,000 INSTANT
REBATE
LIMITED TIME OFFER.

VALID JANUARY 1 - MARCH 31, 2021

INSTANT REBATE APPLIED AT TIME OF FINAL SALE BY DEALER.



RESTRICTIONS: COMMERCIAL, RENTAL, CAMP, RESORT, GUIDE, PROMOTIONAL/DEMO AND GOVERNMENT AGENCY USE UNITS ARE NOT ELIGIBLE. UNITS SOLD OR PROVIDED BY SKEETER FOR COMPETITION, TOURNAMENT, PROMOTION, OR SPONSORSHIP USE ARE NOT ELIGIBLE.



THIS DOCUMENT FOR USE BY USA DEALERS ONLY.



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PROMOTION HIGHLIGHTS

WHAT:

- 2021 Skeeter "BUY SAVE FISH" Instant Rebate Promotion is a consumer retail promotion. There is no extra cost to the consumer. NO BENEFIT SUBSTITUTIONS. For a list of specific instant rebate amounts please go to page 4 of this manual.

There is no dealer participation fee!

WHEN:

- Retail Consumer Skeeter "BUY SAVE FISH" model eligibility is new (unused and not previously warranty registered) select model Skeeter boats as contained on the chart on Page 4 only, retail sold and warranty registered on S.D.S. ("Skeeter Dealer System") by an authorized participating Skeeter dealer between the dates of January 1, 2021 through March 31, 2021 only. Any boat sold, delivered and/or warranty registered before or after these dates are not eligible.
- Dealer may utilize the **Extended Registration Options of this promotion** when the eligible boat is sold from **January 1, 2021 – March 31, 2021** and an Extended Registration Application must be completed by the dealer in the Promotion Extended Registration section of SDS between the dates of **February 27, 2021 – March 31, 2021**. Additionally, the dealer must also complete the PDI, deliver and warranty register the boat on SDS no later than **May 1, 2021**. The PDI must be completed by dealer prior to warranty registration and delivery to customer.
- Any boat package sold before or after these dates is not eligible.

WHERE:

- This Promotion is only applicable for eligible boats **warranty registered to original owners who are legal residents of the U.S.A.**. This offer is not transferable. Not redeemable for cash.
- Any Skeeter "BUY SAVE FISH" claims delivered to Skeeter that define an original owner's name to be different than the name warranty registered on the S.D.S. by the dealer will not be eligible for this promotion.
- Only applicable for participating authorized Skeeter dealers in the U.S.A..

HOW:

- To be authorized to participate in and offer this promotion, an authorized dealer principal must verify acceptance on behalf of the dealership to all terms, conditions and procedures defined in this Promotion Dealer Instruction Manual. This can be done on S.D.S. prior to warranty registering your first Skeeter boat during the eligible promotional period.
- This promotion is limited to available eligible stock in dealer inventory that is sold, delivered, PDI (Pre-Delivery Inspection) completed and warranty registered by dealer on S.D.S. during the applicable dates in accordance with Skeeter's Promotion and warranty registration requirements. The PDI must be completed by Dealer prior to warranty registration and delivery to customer. No model substitutions, benefit substitutions, rain checks or extensions will be allowed. NO EXCEPTIONS.
- Authorized participating dealers will be required to answer unique promotion questions to verify a dealer principal has approved the Skeeter eligible boat to be submitted for promotion consideration and agrees to all promotion terms, conditions, and procedures as they warranty register each eligible Skeeter boat on S.D.S.
- Any Skeeter boat that is warranty registered to any dealer and/or distributor, including but not limited to an authorized Skeeter dealer, are not eligible for this promotion. Any Skeeter boats that are warranty registered to employees of authorized Skeeter dealers are not eligible for this promotion, unless the dealer employee sale is first reviewed and approved in writing by Skeeter.
- Application for Extended Registration Option** is available for eligible boats the dealer has sold during the dates **January 1, 2021 – March 31, 2021**. In order to apply for the Extended Registration Option from **February 27, 2021 – March 31, 2021**, dealer must access the promotion extended registration application screen on SDS and complete the online promotion extension application section for each eligible boat requesting an extension to warranty register and deliver to customer. In addition, the dealer must have completed the PDI, delivered and warranty registered the eligible boat package no later than **May 1, 2021**, in accordance with all promotion and warranty registration terms, conditions and procedures.



Additional terms, conditions and procedures apply. For a complete definition of the terms, conditions and procedures of this promotion, please refer to the Skeeter "BUY SAVE FISH" Sales Promotion Instruction Manual and Dealer Participation Agreement.



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Promotion eligibility also requires the boat warranty registered must match the model sold and the purchasing consumer's name and address submitted on the Promotion Extended Registration Application. Incomplete applications will not be eligible.

- **Commercial, rental, camp, resort, guide, promotional/demo and government agency use units are not eligible. Units sold or provided by Skeeter for competition, tournament, promotion, or sponsorship use are not eligible.**
- **All promotion benefits must be provided to the purchasing consumer at no additional cost.**
- **Dealers are also required to identify the Promotion Skeeter "BUY SAVE FISH" Instant Rebate as a line item on the consumer Bill of Sale.**
- **Skeeter reserves the right to request a copy of the Bill of Sale and/or any other documents for any transaction submitted for promotion consideration.**
- **This promotion cannot be used in conjunction with any other offer made by Skeeter. Some exceptions may apply.**
- **This offer is not transferable.** Skeeter reserves the right to change or cancel this promotion at any time.

PROCEDURES FOR UTILIZING THE STANDARD REGISTRATION OPTION

- The last day a sale of an eligible Skeeter boat for Consumer Instant Rebate will be considered for this promotion is March 31, 2021.
- A dealer principal must review, complete and return a Skeeter "BUY SAVE FISH" Promotion Instruction Manual and Participation Agreement to be considered for participation authorization. To simplify this process, Skeeter has provided dealer principals a link located within the promotion tab of S.D.S. to complete this Form online.
- All eligible Skeeter boats warranty registered will be considered for promotion eligibility as soon as your dealer number is listed in S.D.S. as an authorized participating dealer that has completed and delivered the Promotion Instruction Manual and Participation Agreement to Skeeter via S.D.S., NO EXCEPTIONS.
- To register a Skeeter boat for this promotion, dealer must access the Skeeter S.D.S. and enter the Warranty Registration section for New Skeeter Boats.
- Upon entering the Warranty Registration section, the dealer will be asked to enter the Boat Hull Identification Number. **The system will automatically verify if your dealer number has been authorized to participate in this promotion. No Exceptions.**
- If your dealer number IS LISTED in the system as a participating dealer, the system will automatically skip to the next step of registration. If your dealer number is NOT LISTED on the authorized dealer list for this promotion, **then access to the promotion registration section will be denied** to your dealership until you have completed and returned the Skeeter "BUY SAVE FISH" Promotion Instruction Manual and Participation Agreement, or enrolled online.
- Next, the system will define the Instant Rebate available.
- Next, the system will ask you to verify that a dealer principal has reviewed and approved to submit this eligible Promotion and agreed to all promotion terms, conditions and procedures as identified on the Skeeter "BUY SAVE FISH" Promotion Instruction Manual and Participation Agreement. **If you answer NO** to the question "has a dealer principal reviewed and approved to submit this eligible Skeeter boat for this promotion," **then the system will inform you that this promotion registration request has been denied** based on dealer decline of promotion terms, conditions, and procedures. **If you answer YES**, the system will then continue with the warranty registration process.
- **All Skeeter "BUY SAVE FISH" Promotion Benefits will have a credit issued to the dealer's parts account**, Skeeter will issue a credit benefit as defined on the appropriate Eligible Skeeter Model Chart and associated Instant Rebate listed on page 4, to the dealer's parts account, upon final verification that the boat package registered has met all promotion terms, conditions, and procedures. The credit to the dealer's parts account will be equivalent to the approved Instant Rebate.



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- If the eligible boat package qualifies for a Promotion Consumer Skeeter “BUY SAVE FISH” Instant Rebate and the dealer has requested the Promotion Credit to be issued, please allow 6-8 weeks for delivery of said credit. Please contact the Marketing Department with any questions regarding the issuing of any credits, 903-983-5644.
- When finalizing the warranty registration, be certain you have requested/processed the benefit option accurately. A \$100 processing fee will be charged to the dealer’s parts account if corrections must be made after the benefit has been processed.
- A status report of Skeeter “BUY SAVE FISH” submitted for promotion consideration will be posted online via S.D.S. in the Sales tab > Retail Promotions sub-tab. The status report provides information regarding the sale, specifically whether or not the serial number has been validated and the credit has been processed. This status report will be updated on a daily basis and will be accessible 24/7 during the promotion dates.
- If for any reason during the registration process, the information entered in S.D.S. identifies the Skeeter boat as being ineligible, the system will decline the Skeeter boat ineligible for promotion consideration.

PROCEDURES FOR UTILIZING THE EXTENDED REGISTRATION OPTION

- The last day a sale of an eligible boat will be considered for this promotion is **March 31, 2021**. If an authorized participating dealer has completed a sale on or before **March 31, 2021**, but is not able to complete the PDI, delivery and warranty registration of the boat on or before **March 31, 2021**, then the dealer must follow these additional steps to submit a boat for Promotion Extended Registration consideration:
- To submit an Extended Registration Application for consideration, access the Promotion Extended Registration Application section located within S.D.S. in the Sales tab > Retail promotions sub-tab. This Extended Registration Application section will be accessible to authorized participating dealers from **February 27, 2021 – March 31, 2021**.
- Once you have accessed the Promotion Extended Registration Application section, you will be asked to enter specific information regarding the sale of the eligible boat, including Skeeter boat model type, purchasing consumer’s name and address, and other important information regarding the sale.
- To be considered, all information must be entered completely and accurately by dealer into the Promotion Extended Registration Application section no later than **March 31, 2021**. This Promotion Extended Registration Application section will be removed from S.D.S. on **April 1, 2021**.
- Any eligible boat model submitted for Extended Registration consideration that is warranty registered after **May 1, 2021** will not be eligible for the Extended Registration Option of this promotion and thus will not receive any of the benefits of this promotion.
- Should dealer fail to complete the Extended Registration Application, the boat will not qualify for the promotion and dealer shall be responsible for any representations made to consumer. Any boat warranty registered that does not match the model or purchasing consumer’s name and address information as listed on the Promotion Extended Registration Application will not be eligible for this promotion.
- After completing the Extended Registration Application, you will receive a reference number for every eligible boat submitted. Later, when you warranty register the eligible boat on S.D.S., a pop-up screen will appear listing all Extended Registration Applications you submitted. Please select the reference number that corresponds to the consumer name and the system will automatically populate most of the information required to complete the registration.
- During the dates of **January 1, 2021 – March 31, 2021**, authorized participating dealers will be able to access an online report that will list all boats they have submitted for Promotion Extended Registration Application. This online Extended Registration Application Report will be located on SDS in the Sales tab > Retail promotions sub-tab. Additionally, status of all boats, including those submitted for Promotion Extended Registration consideration, can be found on the promotion tracking system on S.D.S. > Sales > Retail promotions > Promo Tracking.



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ADDITIONAL RECOMMENDATIONS

REVIEW ALL INFORMATION FOR ACCURACY:

- To avoid problems and delays, please carefully review all information submitted for this promotion to be sure it is complete and accurate.
- **If a Skeeter boat is incorrectly registered to the wrong owner and/or a promotion benefit is either issued or registered in error and a correction must take place, the dealer will be charged a \$100 administrative fee per boat to your dealership parts account. In addition, the total amount of any promotion benefits previously issued toward a boat in question may be charged back to the dealer's parts account if it is determined that the sale of the Skeeter boat in question did not comply with all Promotion terms, conditions, and procedures.**
- Any costs, expenses, or fees incurred by Skeeter will be charged to the dealer's parts account if Skeeter has to settle a dispute with a consumer who was not eligible for this promotion because the dealer failed to comply with the promotion terms, conditions, and procedures as defined in the Skeeter "BUY SAVE FISH" Promotion Instruction Manual and Participation Agreement.

REGISTER ALL UNITS PROPERLY

(FAILURE TO DO SO MAY ALSO RESULT IN LOSS OF PROMOTION BENEFITS)

- Do not submit any Skeeter boat for promotion consideration sold and warranty registered to either a dealership or dealership employee, unless the dealership or dealership employee sale is submitted to Skeeter by the dealer for Skeeter's prior written approval.
- Dealers must not warranty register any Skeeter boat until a true sale has been recorded and such boat package is formally delivered to the retail buyer. Any Skeeter boat warranty registered by a dealer before a sale and delivery has been properly completed, as a way to qualify for this promotion, will be grounds for fraud investigation.
- Any Skeeter boat warranty registered by a participating dealer to a fictitious name, or for a sale that did not truly transpire, will be grounds for fraud investigation.
- Fraudulent claims will be prosecuted to the fullest extent of the law.
- Skeeter reserves the right to audit dealer's records, including but not limited to, requesting a copy of the Bill of Sale, a properly and accurately completed PDI (Pre-Delivery Inspection) form or any other documents, as applicable to this Promotion.

THE STATUS REPORT

A status report of Skeeter boats submitted for promotion consideration will be posted online via S.D.S. in the Sales Tab > Retail Promotions > "BUY SAVE FISH" Promo Tracking. The status tracking report provides information regarding the sale, specifically whether or not the serial number has been validated and the dealer credit been processed. Dealer credits cannot be processed until the Skeeter boat is successfully registered in accordance with all promotion terms, conditions and procedures. This status report will be updated on a daily basis and will be accessible 24/7 online via S.D.S. during the Promotion dates. To make corrections please call the Skeeter Marketing Department.

WHO TO CALL IF YOU HAVE QUESTIONS:

If you have any questions regarding this Skeeter "BUY SAVE FISH" Promotion, please contact either your Skeeter Regional Sales Representative, or the Skeeter Marketing Department:

SKEETER MARKETING DEPARTMENT
1 Skeeter Road, Kilgore, TX 75662.
Phone: 903-983-5644 | Fax: 903-984-7856



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ELIGIBLE SKEETER MODELS

The Skeeter Boats listed on the Model Eligibility Chart below are the **ONLY** boats eligible for this Skeeter “BUY SAVE FISH” Promotion subject to meeting the complete terms, conditions, and procedures of this Promotion.

MY 2021 & PRIOR	INSTANT REBATE	MY 2021 & PRIOR	INSTANT REBATE	MY 2021 & PRIOR	INSTANT REBATE
ZX250	\$3,000	FX20LE	\$1,500	FX21 & FX20	\$1,500
FXR21 Apex	\$2,500	ZX200	\$1,500	ZXR21 & ZXR20	\$1,500
FXR20 Apex	\$2,500	ZX225	\$1,500	ZX190	\$1,000
FX21 Apex	\$2,500	SX230	\$1,500	ZX150	\$500
FX20 Apex	\$2,500	SX2250	\$1,500	SX210	\$500
WX2200	\$2,500	SX220	\$1,500	SX200	\$500
SX2550 Family	\$2,500	WX2190	\$1,500	MX2040	\$500
SX2550 Fish	\$2,500	WX2060	\$1,500	WX1850	\$500
SX240	\$2,500	WX1910	\$1,500	SL210	\$500
FXR21 Limited	\$1,500	Solera205	\$1,500	TZX190	\$500
FXR20 Limited	\$1,500	Solera189	\$1,500		
FX21LE	\$1,500	FXR21 & FXR20	\$1,500		

INELIGIBLE MODELS FOR THIS PROMOTION

Any Boat **NOT** listed in the Eligibility Chart above is not eligible. Some of the boat models that are **NOT** eligible for this promotion include but are not limited to:

- Skeeter boats sold or provided by Skeeter for commercial, competition, tournament, promotion, sponsorship, rental, camp, resort, guide, promotional/demo and government agency use.
- Any Skeeter boat submitted for an offer other than the Skeeter “BUY SAVE FISH” Promotion offer.
- Any Skeeter boat sold that does not comply with all of the Promotion terms, conditions, and procedures as defined on the Skeeter “BUY SAVE FISH” Promotion Instruction Manual and Participation Agreement.
- Any Skeeter boat not listed in Eligible Chart above.

Sign up to participate instantly on S.D.S.> Sales Tab > Retail Promotions Sub-tab.

**Follow the status of INSTANT REBATE
SDS > SALES TAB > Retail Promotions > List All Promotions >
BUY SAVE FISH > Tracking**



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