



## ELECTROMOTIVE RESELLER PROGRAM OVERVIEW

There are two (2) broad classes of resellers:

- Authorized Installers and Tuners (AIT)
- Product Resellers

### **Authorized Installers and Tuners:**

AITs will generally be established local tuning, engine building and race preparation shops who are qualified to install, tune and provide tech support for Electromotive products. Once we certify you on our products, all you have to do is welcome any new customers we refer to your business via our factory telephone sales or our website AIT finder application.

There is no commitment to buy Electromotive products, but when you do, there is a discount which allows for a markup of the product to your customer. These businesses are actively seeking new customers and have the skills to provide professional installation and tuning of engine control products.

### **Product Resellers:**

Resellers can be wholesalers, online resellers, high volume race shops, engine builders or the like. There is a new entry-level program, known as **Provisional Reseller**, which allows businesses new to Electromotive to get our products at a discount to try them out before committing to full Reseller status.

There are three levels of Reseller that are based on annual sales of Electromotive products. As sales increase, so does the level of product discount and the level of factory marketing support.

See the following detail on all of the Electromotive brand representation options.



## AUTHORIZED INSTALLER/TUNER

Thank you for your interest in becoming an Electromotive ATI. Following is a summary of what you can expect from this program. Additional details are shown on the following charts.

### Our Commitment:

- **Referrals:** Customers who contact Electromotive through our website and inbound sales center will be referred to your shop for installation, tuning and tech support (for customers living within 25 miles of your facility).
- **Web Promotion:** We will list your company on our website [www.electromotive.com](http://www.electromotive.com) as an AIT and will link to your media sites featuring Electromotive installations.
- **Reseller Merchandising:** We will provide brand merchandising so you can promote the Electromotive brand, and your status, in your shop.
- **Monthly Promotions:** You will get notice of upcoming factory promotions you can use to incent customers to buy. And, we will send you Electromotive product and tech support updates.
- **Discounts:** In addition, you will receive a 10% discount off of the "Racer Net" price for all purchases from Electromotive as long as you are an AIT in good standing.

### Your Commitment:

- To provide sufficient evidence of your Electromotive installation and tuning experience and capabilities. If you do not have this, you need only purchase and install an initial Electromotive ECU to certify your skills. Either way, upon certification, you will be an official Electromotive AIT.
- To promptly and properly respond to customers referred to your business by Electromotive
- To professionally complete the installation and tuning of the customer's vehicle and charge a fair market price for those services.
- Be an advocate for Electromotive products.
- Display your Electromotive AIT logo and merchandising materials prominently on your premises, on your website, forums as well as other advertising, and events/races your business attends or promotes.



## VALUE-ADDED RESELLERS

### Provisional VAR Program:

For the first time, Electromotive is offering a program to allow VAR-eligible companies, unfamiliar with our products, to acquire a trial ECU unit at a discount plus a deeper discount on the subsequent purchase that reaches your minimum VAR purchase volume.

Upon completing the VAR application & agreement and our acceptance of the application, the first unit purchase is 15% off our "Racer Net" price. The second unit is 50% off (when purchased with an order that meets the minimum reseller purchase requirement).

Should the provisional VAR decide not to become a full VAR and place the minimum order within 180 days of the acceptance of the application, the business has two options:

- Keep the first unit with no further obligation.
- Return the first unit, in good working and physical condition for an 80% refund of the purchase price, not including shipping.

### **3 Levels of VAR Designation:**

There are three levels of Value-Added Reseller outlined in the chart that follows:

- Standard
- Gold
- Platinum

The three levels require progressively more annual purchase of Electromotive products which simultaneously earn increased levels of reseller marketing support and customer referrals. The three levels are VAR, Gold VAR and Platinum VAR.

See details on the program commitments and benefits on the following pages.



**DISCOUNTS AND PURCHASE REQUIREMENTS**

<b>ITEM</b>	<b>AIT</b>	<b>PROVISIONAL VAR</b>	<b>VAR</b>	<b>GOLD VAR</b>	<b>PLATINUM VAR</b>
ECU & Ignition Discounts	Racer Net minus 10% discount	15% off Racer Net price for first unit. 50% off of second unit (1)	Racer Net minus 20% discount	Racer Net minus 25% discount	Racer Net minus 30% discount
Discount on Other Products	Racer Net minus 10% discount	Racer Net minus 15% discount	Racer Net minus 20% discount	Racer Net minus 25% discount	Racer Net minus 30% discount
Special Order Discounts	NA	NA	5%	5%	10%
Minimum Annual Purchase Requirement	None	\$5,000 within 180 days of agreement and \$10,000 in the first 12 months.	\$10,000	\$25,000	\$50,000
Shipping Benefits	None	None	None	Expedited at no extra cost	Expedited at no extra cost

(1) Second unit will be 50% off when purchased as part of the order that brings the total purchase level to at least \$5,000 within 180 of signing the VAR agreement.



**VALUE-ADDED RESELLER MARKETING SUPPORT**

	AIT	PROVISIONAL VAR	VAR	GOLD VAR	PLATINUM VAR
Store Merchandising (See following page for more detail)*	Yes	No	Yes	Yes	Yes
Customer Referrals from Electromotive	Yes, within 100 miles.	NA	For purchase (within 100 miles)	For purchase (within 100 miles)	For purchase (within 100 miles)
Website	Listing in AIT locator	NA	Listing in VAR locator and reciprocal linked logos	Listing in VAR locator and reciprocal logos	Listing in VAR locator and reciprocal logos
Inclusion in Electromotive Brand Advertising	NA	NA	NA	Yes	Yes
Co-op Advertising Program Access	NA	NA	NA	Yes	Yes
Co-Marketing Opportunities	NA	NA	NA	Yes	Yes
Co-branded Product Labeling Available	NA	NA	NA	NA	Yes
Membership in Electromotive VAR Council	NA	NA	NA	Yes	Yes
<b>Technical Support</b>					
Technician Training	NA	NA	NA	8 Hours	8 Hours
Tech Support (for VAR personnel)	4 hours free then hourly fee	4 hours free then hourly fee	15 hours free then hourly fee	25 hours free then hourly fee	50 hours free
Engineering Consulting	NA	NA	5% fee discount	5% fee discount	10% fee discount
Repair Priority	Standard	Standard	Standard	Expedited	Expedited



RESELLER MERCHANDISING MATERIALS

AIT	PROVISIONAL VAR	VAR	GOLD VAR	PLATINUM VAR
2 EMI AIT door decals	10 Product Stickers	4 EMI VAR Door Decals	4 EMI VAR Door Decals	4 EMI VAR Door Decals
10 Product Stickers		20 EMI Decals	20 EMI Decals	20 EMI Decals
1 Medium AIT Vinyl Shop Sign		2 Medium EMI/VAR Vinyl Shop Signs	2 Medium and 1 Large EMI Vinyl Banners	2 Medium and 1 Large EMI Vinyl Banners
2 EMI hats	1 EMI Hat	4 EMI Hats	8 EMI Hats	12 EMI Hats
2 EMI T-Shirts	1 EMI T-shirt	4 EMI T-Shirts	8 EMI T-Shirts	12 EMI T-Shirts
20 Product Brochures	20 Product Brochures	50 Product Brochures	50 Product Brochures	50 Product Brochures
Template Press Release		Template Press Release	Template Press Release	Template Press Release
\$50 annual reseller logo merchandise credit. Can only be used to purchase EMI reseller merchandising items from EMI		\$200 annual reseller logo merchandise credit. Can only be used to purchase EMI reseller merchandising from EMI	\$500 annual reseller logo merchandise credit. Can only be used to purchase EMI reseller merchandising from EMI	\$1000 annual reseller logo merchandise credit. Can only be used to purchase EMI reseller merchandising from EMI