

# UNBEATABLE **SALE** ON THE **3.5 - 150HP** FOURSTROKE RANGE



**HURRY, LIMITED TIME ONLY**





# UNBEATABLE ENGINES & UNBEATABLE DEALS

Summer is around the corner and we want to help you get more customers on the water with Mercury outboards. To do this we are pairing our unbeatable FourStroke engines with unbeatable deals – in the Unbeatable Mercury Sale.

**The 2019 Unbeatable Mercury Sale consist of three great offers for you to use with your customers:**

- 1.** Savings of up to \$800 on 3.5-60hp FourStroke engines
- 2.** Free SmartCraft Rigging on 75-150hp FourStroke engines
  - 75-115hp: Value of free SC1000 Tach rigging kit
  - 135-150hp: Value of free VesselView 403 Rigging kit
- 3.** 3.99% Mercury Finance on 40-150hp FourStroke repower

**All three offers will run from the 20th September to the 18th November 2019.**

# UNBEATABLE MERCURY SALE OFFERS

Splitting the 2019 program into separate offers allows us to target each HP segment, and present the most compelling message to each customer.

Offers 1 & 2 are available on Standard FourStroke, ProXS & SeaPro engines in the relevant HP segment, and the discount for both will be applied to the engine.

Offer 3 for 3.99% finance is available on FourStroke and ProXS engines only, it is not available on SeaPro Commercial product.

**A list of ex GST dealer saving & promotional Retail offer by HP is below:**

	HP	Promotional Dealer Saving (Ex GST)	Promotional RRP Saving (Engine Only)
OFFER 1	3.5hp	\$113.64	\$150
	4hp	\$113.64	\$150
	5hp	\$151.52	\$200
	6hp	\$151.52	\$200
	8hp	\$151.52	\$200
	9.9hp	\$265.16	\$350
	15hp	\$265.16	\$350
	20hp	\$303.04	\$400
	25hp	\$340.91	\$450
	30hp	\$454.55	\$600
	40hp	\$568.19	\$750
	50hp	\$568.19	\$750
	60hp	\$606.07	\$800
OFFER 2	75hp	\$882.00	\$1,164
	80hp	\$882.00	\$1,164
	90hp	\$882.00	\$1,164
	100hp	\$882.00	\$1,164
	115hp	\$882.00	\$1,164
	115hp ProXS	\$882.00	\$1,164
	135hp	\$1,450.00	\$1,914
	150hp	\$1,450.00	\$1,914
	150hp ProXS	\$1,450.00	\$1,914

# THE MECHANICS

A special 'Promo code' will be provided to participating dealers, this must be used when ordering a selected Mercury 3.5-150hp FourStroke as a part of the promotion.

From 20th September 2019, dealers who have signed up to the program and placed a 'buy-in' order will see the program pricing on MercLink and have this applied automatically when placing an order. This is for both Offer 1 on 3.5-60hp & Offer 2 on 75-150hp.

Orders placed using the Promotional Buy In & Participation Form will also receive the discount up front.



Home	Place Order	Inquiry	Accounts	Service/Warranty	Admin	Download / Messages	Logout
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ORDER SUMMARY

Back to Cart

Item Number	Item Description	Unit Price	Total Price	Ordered	Despatch Date	Available	Back Ordered	Cancelled
1 1F6045TLZ	ME 60ELHPT CT BT 4S			3	18/12/2018	3	0	0
1 1F40413LZ	ME 40ELPT 4S EFI			1	18/12/2018	1	0	0

Engine Order Details

P & A Order Details

No P & A item in the cart.

Note \* Freight charges are an estimate based on actual weight only. Some items may be greater in volume than actual weight. For accurate quote please contact Distribution.

Payment Options

Account

Select Freight

Please select a shipping method.....

Order Note (Max 30 Chars)

Order Amount Summary

Order Total

Additional Charges

Taxable Amount

Freight Amount

Order Total

Promo Code

Purchase Order No.

Submit Order

Enter Promo code here





# CORPORATE MARKETING SUPPORT

This campaign is about simple, cut through messaging, whilst targeting the biggest opportunity for your region.

Over the course of the promotion, we will be supporting participating dealers with exclusive advertising covering a range of mediums, including:

- **TV Commercials** in Metro and selected Regional areas.
- **Online advertising** – Mercury website, targeted interest websites and social.
- **Targeted press advertising** in major fishing and boating magazines.
- **Dealer Marketing Kit** – which includes access to electronic versions of our 25 sec TVC ready for you to add your 5-sec tag, Radio scripts, Print and Social advertisements, a Power Band strip advertisement and a full-page advertisement with provision for your dealership details. If used is 100% claimable through available Power of Promotion Fund.



A4 Adverts



Dealer Ads

# DEALER INSTORE MARKETING KIT

To help you promote this offer in store, a promotional marketing kit will be provided to participating Dealers. Standard freight charges will apply as per normal. As always all Marketing Activities are claimable if on the Marketing Activity Planner from available Power of Promotion Funds.

## Dealer POS Kit includes:

- Generic Fence Wrap x1
- Generic A3 Window Decals x5
- Generic A1 Poster x4
- Generic Swing Tags x10
- A3 Pricing Saving Counter Card x2
- Repower 3.99% Finance A1 Poster x2
- Repower 3.99% Finance Round Engine Decals x10
- 16pp Brochure x100
- Online Advertising
- Suggested Social Media Posts



A1 Poster



A3 Counter Card



A1 Poster



Round Decal



Fence Wrap



A3 Window Decal



16pp Magazine Insert



Swing Tags







# PROMOTIONAL BUY IN & PARTICIPATION

**Registration and promotional Buy In must be submitted by no later than 12pm (Melbourne Time) Monday 16th September 2019.**

- Engines on the program will not be released until signed Program Participation form is received.
- To participate, dealers must buy into the promotion.
- Orders must be placed for immediate release; no forward orders will be accepted.
- Mercury will ship immediately and dealers must ensure they have a sufficient account or Wells Fargo funds. Any orders not cleared within 5 business days will be cancelled and dealers will not be eligible for participation in the program.
- Participating dealers will be provided a special "Promo Code" which they can use throughout the promotional period to order individual engines via MercLink, terms on these will be as per dealer's normal account terms.
- Stock is subject to availability. Order allocations will be given priority based on earliest receipt.
- Mercury Marine reserves the right to allocate stock based on retail needs.

## **Additional Wells Fargo Floorplan**

High volume 'Buy In' orders placed on Wells Fargo floorplan are eligible for additional floorplan finance terms of full **180 days** no-share.

**Please use account number when placing orders: 2969**





# GENERAL PROGRAM TERMS AND CONDITIONS

- All offers in the program run from 20th September 2019 to 18th November 2019 and is for retail sales of selected Mercury 3.5-150hp FourStrokes models only.
- Offer is subject to availability and engines must be 2017 build onwards and installed and registered by no later than 21st February 2020.
- Offer not to be used in conjunction with any other offer or rebates.
- Mercury Marine continuously explores means to improve the product's design, manufacturing and distribution process. Changes to prices and specifications of engines are ongoing and subject to change.
- Eligible models must have been purchased directly from Mercury Marine Australia and be 2017 build onward product only.
- Retail offer available to recreational FourStroke & ProXS, as well as SeaPro commercial customers, it excludes race engines.
- Engines purchased during the promotional period with the retail discount already provided upfront, are not eligible for any further claim amounts (unless for Commercial and Government rebates).
- Engines purchased prior to the promotional period can be eligible for claim if purchased at full standard dealer nett pricing, or above the promotional dealer price.
- Any eligible engines being claimed that have been purchased below standard dealer nett pricing will have any discount already provided subtracted from the claim amount.
- Buy out orders at the end of the program must be for immediate release, any forward orders will be invoiced at standard dealer Nett price.
- Claims will be audited to ensure they comply with all the terms and conditions of the program.
- Only participating dealers will be listed on the Mercury Marine website for the promotion.
- No other program discounts apply with this offer. All orders must be received by no later than 12pm (AEST) on Friday 18th November 2019. No forward orders are allowed.

**For any further details, please contact your Mercury Marine Regional Sales Manager.**



# PROMOTIONAL BUY IN & PARTICIPATION FORM

Dealer Name:

Dealer No.:

Name of Authorised Purchaser:

Signature:

Date:

Customer Order Number:

**Minimum of 7 units buy-in; 4 units 3.5-30hp, & 1 unit in each 40-60hp, 75-115hp & 135-150hp.**

[illegible]

**Please complete both the 'Promotional Buy in and Participation' forms and return via your Regional Sales Manager no later than 12pm 16th September 2019.**

# PROMOTIONAL BUY IN & PARTICIPATION FORM

**Please ensure you have read this document carefully and complete the following if you wish to participate:**

☐ I have read and understood the Terms and Conditions of this promotion and agree to participate.

**It is important that all dealer promote this program in their local area, with this in mind we ask that you agree to undertake the following Marketing activities by the agreed timelines:**

☐ Display all items in the Dealer Marketing Kit in my dealership from the day they are received and send photos of the POS set up to your RSM.

☐ Update the banner on my website & social media pages (Facebook, Instagram, Twitter, Etc)  
• Update with new versions through the program as provided by Mercury.  
• Post on all social media platforms promoting the program once a week.

☐ Create Mercury Finance swing tags for all engines on display in the show room.

**I also agree to spend \$ \_\_\_\_\_ per week on my own regional Marketing, including any or all of the following mediums:**

- Print
- Social media Boosted Posts.
- Radio
- TV
- Online

Signature:

Date:

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**Please complete both the 'Promotional Buy in and Participation' forms and return via your Regional Sales Manager no later than 12pm 16th September 2019.**