

AL-KO



WATER PUMP

LAWN CARE

POWER GARDEN



AL-KO PREMIUM DEALER PROGRAM

2010/2011 PROGRAM OUTLINE

AL-KO

Premium Dealer



AL-KO PREMIUM DEALER

TAKE THE NEXT STEP WITH THE AL-KO POWER GARDEN PRODUCTS

- **EUROPES LEADING POWER GARDEN BRAND**
- **GERMAN DESIGNED AND ENGINEERED**
- **EXTENSIVE PRODUCT RANGE**
- **EXTENSIVE PRODUCT TRAINING**
- **QUALITY AND RELIABILITY BUILT INTO EACH PRODUCT**
- **AL-KO PRODUCTS INCREASE CUSTOMER LOYALTY**
- **A WIDE RANGE OF PRODUCTS UNDER THE AL-KO BRAND FOR INCREASED SALES WITH TWELVE MONTH SELLING OPPORTUNITY**
- **SPECIAL PREMIUM DEALER BUY PRICING OFFERING HIGH MARGINS**
- **PRODUCTS RANGING IN PRICE FROM ENTRY LEVEL TO HIGH END USER**
- **AL-KO BRAND AND PRODUCT RANGE EXCLUSIVITY**
- **BRAND ADVERTISING AND PROMOTIONS TO SUPPORT SALES**

AL-KO PREMIUM DEALERS BENEFIT FROM AN EXCLUSIVE PRODUCT RANGE SELECTION THAT OFFERS A COMPETITIVE ADVANTAGE OVER THE COMPETITION AND 12 MONTH PROFIT OPPORTUNITIES

AL-KO

Premium Dealer

Welcome to AL-KO

AL-KO International is a success story worth sharing. For more than 85 years, AL-KO International has been a world leader in Vehicle Products and for the past 25 years, Power Garden Equipment.

As a leading brand in over 40 countries, AL-KO can now offer you the opportunity to create a selling advantage over your competitors with the Australian introduction of the AL-KO Premium Dealer Status.

AL-KO Premium Dealers are offered an exclusive opportunity to sell the entire range of AL-KO Power Garden equipment available in Australia, with special buying advantages over your opposition.

- Special Premium Dealer Pricing
- Exclusive product ranging opportunities
- POS material provided, along with all in-store support
- Premium Dealer listing on the AL-KO website, & promoted through media.
- Extensive product range purchased via one account and trading terms

Ask your AL-KO Sales Representative about the AL-KO Premium Dealer program and take advantage this exclusive and exceptional opportunity.



AL-KO

Premium Dealer

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AL-KO PREMIUM DEALER PRODUCT RANGE

WATER PUMPS

LAWN MOWERS

RIDE ON TRACTORS

POWER GARDEN EQUIPMENT—incl

- Shredders

- Hedgetrimmers

- Aquatrolley



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Premium Dealer



AL-KO INTERNATIONAL PTY LTD

A Full range of Quality, German designed and engineered Power Garden Equipment is available through authorised AL-KO Power Garden distributors.

For over 85 years, AL-KO International has been a world wide Leader in quality garden & hobby products.

AL-KO Power Garden products available—

- Domestic Lawn Mowers
- Ride on Mowers
- Domestic Electric Water Pumps
- Domestic Electric Garden Shredder
- Domestic Electric Hedgetrimmes in 2010
- Unique Power Garden Products added to the range

AL-KO employs over 4,500 staff worldwide, in over 40 countries.

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Further information can be obtained by contacting

AL-KO on 1800 035 603 or by visiting: www.alko.com.au

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AL-KO

Premium Dealer



AL-KO PREMIUM DEALER PROGRAM

A Unique sales and profit opportunity

Key Points -

Encourages targeted Mower Dealers to take on the product range of AL-KO Power Garden Equipment

Purchase Power Garden Equipment via one account

Offers Premium Brand with Increasing Consumer Awareness and Acceptance

AL-KO Tailors the product range to suit the store and market.

Premium Dealers must stock product from the three key product segments—

Water Pump

Lawn Care

Ride On Tractors

In store training and assistance with in store displays to increase sales confidence in product as well as brand presence in store

One Stop Shop opportunity created through multiple product range

Price advantage over non-Premium Dealer outlets

Warranty—repair and replacement for added value and peace of mind

Premium Dealer program offers sales opportunities outside of traditional seasonal sales

AL-KO PRODUCTS

INNOVATION / STRONG GROWING BRAND / QUALITY / LIFESTYLE

AL-KO

Premium Dealer



AL-KO PREMIUM DEALER PROGRAM

A Unique sales and profit opportunity

Key Points -

Water Pump pricing for Premium Dealer is 7.5% lower than non-Premium Dealer pricing

Mower pricing offers 10% profit margin advantage for Premium Dealers

Ride on Tractor pricing offers 10% profit margin advantage Premium Dealer

Geographical exclusivity for Premium Dealers with the full range of AL-KO Product

Premium Dealers can stock up to 28 AL-KO Power Garden products.

Testimonial and referrals available from existing Premium Dealers

Acknowledgement of Premium Dealer status through in store collateral and on AL-KO website in dealer inquiry section

Premium Dealers stock an approved product selection and quantity level from the three key product segments—Waterpumps / Lawn Mowers / Ride on Tractors with other Power Garden equipment available at **best** prices.

FOR MORE INFORMATION ON **AL-KO PRODUCTS** OR TO BECOME AN **AL-KO PREMIUM DEALER**—

EMAIL INFO@ALKO.COM.AU OR CALL 1800 035 603

A STRONG GARDEN SEASON IS FORECAST SO YOU HAVE THE OPPORTUNITY TO POSITION YOUR STORE AS A LEADING POWER GARDEN EQUIPMENT DISTRIBUTOR—WITH AL-KO