



# Husky Liners® Authorized Dealer Program

The official Husky Liners® Authorized Dealer Program is designed to assist retail outlets by referring consumers from our website directly to their location. Through our widely expanded marketing/advertising programs in 2012, coupled with our aggressive 2013 campaigns, we are continually striving to drive consumers to ask specifically for Husky Liners®. As consumers visit our website, we are providing them with multiple ways to purchase Husky Liners® products. Consumers will have the option of shopping at local retail outlets or online dealers. Both physical locations and online dealers may apply to be listed as an Authorized Dealer or earn the status of a Premium Authorized Dealer.

## **Local Authorized Dealers - "Brick and Mortar Stores"**

When a zip or postal code is entered in the search box on the top left of the page: <http://www.huskyliners.com/locate-dealer>, an exclusive list of Premium Authorized Dealers in the area will populate beginning with the closest location to the entered zip code. If there are no Premium Authorized Dealers located in the searched area, an option will be provided to see other Local Authorized Dealers in the area.

### **Authorized Dealer Application Process:**

1. Complete the Authorized Dealer Registration form on the website at: <http://www.huskyliners.com/dealer-registration>. The link to this form is located on the bottom of every webpage on [huskyliners.com](http://www.huskyliners.com).
2. Husky Liners® will verify that the retail outlet does meet all of the requirements to be an Authorized Dealer.
3. Upon verification, the Authorized Dealer will receive an email with a link to the Dealer Portal. The verified Authorized Dealer can then use their email address as the username and create a unique password to gain access.

### **Authorized Dealer Requirements:**

1. To become a Husky Liners® Authorized Dealer, the retail outlet must demonstrate that they are offering marketing programs independent from this program and will generate significant independent consumer traffic providing additional exposure sales as well as educating consumers about Husky Liners® products.
2. The retail outlet must maintain professional customer service capabilities.
3. 4 out of 9 product lines from Husky Liners® must be represented in the store. Some of the Husky Liners® point of purchase displays must be displayed in the store.
4. All advertised pricing must adhere to the Husky Liners® MAP Policy.
5. The retail outlet must adhere to the official Husky Liners® Brand Standards Guide where applicable.
6. The Authorized Dealer must adhere to all Husky Liners® policies and procedures.

### **Authorized Dealer Benefits:**

1. The verified Authorized Dealer will appear after the Premium Dealers on the customer's zip code search on the Husky Liners® website.
2. Each Authorized Dealer will receive a specialized logo to be placed in their store and on their website denoting the status of being a Husky Liners® Authorized Dealer.
3. Authorized Dealers gain exclusive access to the Dealer Portal that includes downloadable data, images, logos, programs, policies, engineering releases, engineering up-

- dates, installation guides, brand standards guide and reverse part number lookup.
4. Authorized Dealers will receive a Dealer Welcome Kit upon verification.

## **Premium Authorized Dealers**

### **Premium Dealer Application Process:**

1. Local Dealer must already meet and exceed all Authorized Dealer requirements and be a verified Husky Liners® Authorized Dealer.
2. Husky Liners® will verify that the retail outlet does meet all of the additional requirements to be a Premium Authorized Dealer.
3. Upon verification, the Premium Authorized Dealer will receive an email with a link to the Dealer Portal. The verified Authorized Dealer can then use their email address as the username and create a unique password to gain access.

### **Premium Dealer Requirements:**

1. See Authorized Dealer requirements above. All of the Authorized Dealer requirements must be met as well as the additional requirements listed below.
2. 6 out of the 9 product lines from Husky Liners® must be represented in the store. The retail outlet must carry 25 SKUs in inventory and display all Husky Liners® point of purchase displays prominently.
3. The retail outlet must supply their company logo and image of physical store location to be used in the zip code search on [www.huskyliners.com](http://www.huskyliners.com).

### **Premium Dealer Benefits:**

1. The verified Premium Authorized Dealer will appear among the top 10 in a customer's zip code search on the Husky Liners® website
2. The Premium Authorized Dealer will receive Hyperlinked logos located underneath the local dealer zip code search results on <http://www.huskyliners.com/locate-dealer>
3. Limited space is available in order to maintain the value to the Premium Authorized Dealers that are listed.
4. Each Premium Authorized Dealer will receive a specialized logo to be placed in their store and on their website denoting the status of being a Husky Liners® Premium Authorized Dealer.
5. Premium Authorized Dealers gain exclusive access to the Dealer Portal that includes downloadable data, images, logos, programs, policies, engineering releases, engineering updates, installation guides, brand standards guide and reverse part number lookup.
6. Premium Authorized Dealers will receive a Dealer Welcome Kit upon verification.

If you are interested in this program and for additional details, please email us at: **[marketing@huskyliners.com](mailto:marketing@huskyliners.com)**.

Husky Liners® will reserve the right to have final approval for any listing to be established. Husky Liners® reserves the right to alter the sequence of retail outlets listed in the zip code search, use a rotation system or multiple levels. Husky Liners® reserves the right to remove any listing or change the terms, conditions or requirements of this program at any time and for any unspecified reason.