

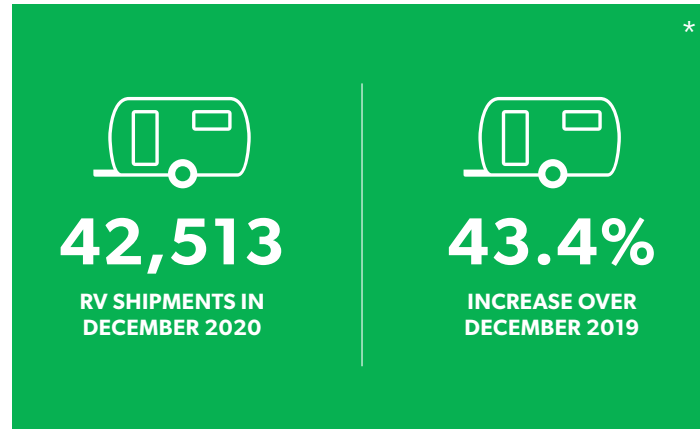
# **BUILDING A STRONGER 2021**

**DOMETIC PLUS LOYALTY PROGRAM  
FOR RV AFTERMARKET DEALERS**

# RV INDUSTRY GROWTH ON FIRE

**~20%  
Anticipated  
growth**

RV Shipment growth in 2021 is expected to eclipse 500K units.



## New owners

51% of all campers now say they are likely to purchase an RV. \*\*



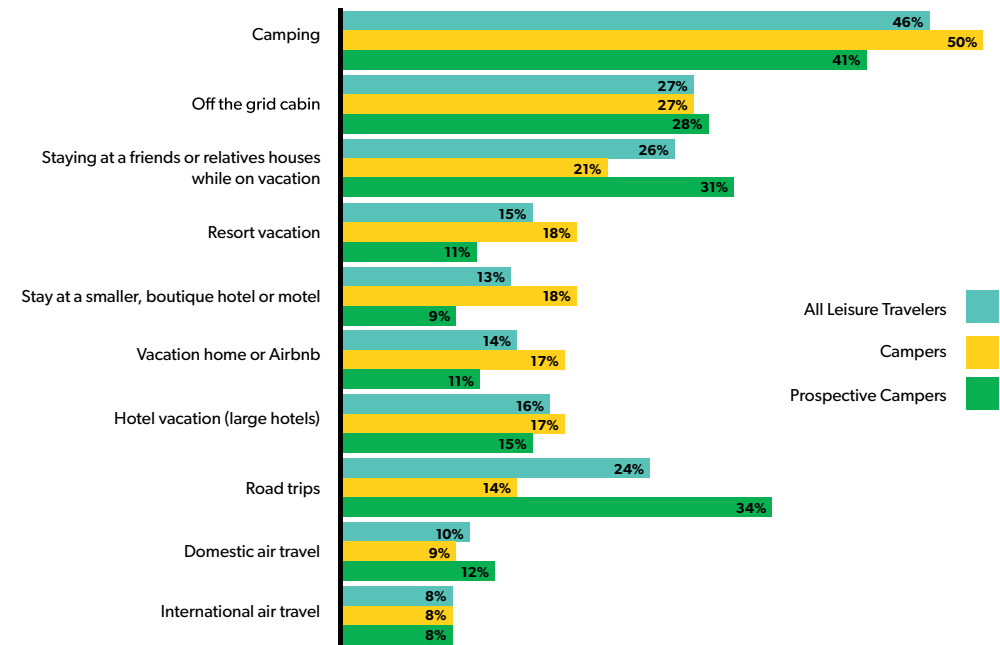
## Explosive growth

#1 Rental Platform increased 4500% in bookings. \*\*\*

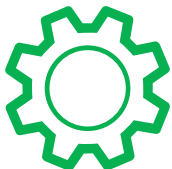


## Desire to Travel Safely

Camping is viewed as the safest type of travel when the restrictions are lifted. \*\*



# DOMETIC TOOK THE OPPORTUNITY TO LISTEN, LEARN & ADJUST



## Industry Leading Warranty

- Improved flat rate schedule; increased hours available for diagnosis & repair.



## Easier information access

- Expanded self-serve capabilities on Dometic for Business website including 24/7 availability, RV Partfinder, and pricing, product availability and order tracking to save time and increase satisfaction.



## Improved freight

- Reduced prepaid freight to \$2,000 and introduced more competitive rates for LTL & courier.



**OUR GOAL:  
MAKE DOING BUSINESS TOGETHER A PLEASURE**

Recognizing & engaging with our valued customers differently.

INTRODUCING  
**DOMETIC PLUS**  
BUSINESS DONE BETTER



**Improved warranty**

Increased hourly  
allotment time



**Merchandising**

Allocated display  
funds available



**Priority Pricing**

Beneficial pricing  
structure applied



**Rebates**


Incremental rebates  
up to 6%



**Product Access**

First look, early  
and/or exclusive access  
to select products

# WE'RE EXCITED TO BRING YOU AN EXCLUSIVE FIRST-LOOK






BENEFITS	SILVER	GOLD	PLATINUM	DETAILS
Warranty				Increased hourly allotment time
Merchandising				Allocated display funds available
Improved Online Dealer Locator				Identify and locate the nearest dealers
Priority Pricing				Beneficial pricing structure applied
Rebates				Incremental rebates up to 6%
Product Access & Exclusivity				First look, early and/or exclusive access to select products

# THE REQUIREMENTS




PARAMETER	SILVER	GOLD	PLATINUM
<b>Documents</b>	Not required	Signed Agreement	
<b>Stocking Dometic Finished Goods</b>	Not required	Required to stock Dometic Finished Goods (complete products) and accessories	
<b>Stocking Dometic Service Parts</b>	Required to stock Dometic Service Parts to meet the basic repair and warranty needs for your operation		
<b>Total Dometic Categories Stocked</b>	Not required	Required to stock Dometic products a Minimum 4 Key Categories	Required to stock Dometic products a Minimum 6 Key Categories (Platinum)
<b>Warranty Work Provided</b>	Required to perform warranty service on all Dometic products sold by you.		Required to perform warranty service on all Dometic products sold by you (Regardless of the initial seller)
<b>Service Work Provided</b>	Not required	Required to perform any service (including non-warranty) on all Dometic products (regardless of the initial seller)	
<b>Retail Showroom Merchandising</b>	Not required	Not required	Showroom/sales center must feature a minimum of one Dometic shelf display and one Dometic floor display
<b>Rolling Stock Dealership</b>	Not required	Not required	Required to sell RVs
<b>Annual Purchase Threshold</b>	Not required	Minimum annual purchase threshold of \$10K	

# FUTURE BENEFITS

## Coming soon

-  Annual Awards Program
-  PubHub Smart Helpdesk Access
-  Customer Service Chat Tool
-  Ongoing Online Dealer Locator Improvements
-  Priority Customer Service & Technical Service Phone Lines

## Targeted for 2022

-  Exclusive Service Reimbursement
-  Tailored In-Store Merchandising
-  Annual Incentive Trip



# BEYOND DOMETIC PLUS, WE'RE WORKING TO BRING CUSTOMERS TO YOU



## PR

New Product Announcements, Industry Publication Editorials, and Event Coverage

## Digital

Industry Publications, Social Media and Google Advertising

## Print

Industry Publications (RV Pro, RV Business, RV News, and ROVA)

## Events

Distributor Shows, Elkhart Open House, and Florida Super Show

## Influencer Activation



↗ DOMETIC

**MOBILE LIVING  
MADE EASY.**