

2023 DISTRIBUTOR MARKETING PROGRAM



www.truck-lite.com

PROGRAM OVERVIEW

Associating your business with a strong brand is one of the most powerful concepts in marketing. Being part of the Truck-Lite Distributor Marketing Program, we can work together to grow your sales using the Truck-Lite brand name and products.

This program takes a collaborative and comprehensive approach that brings promotional campaigns, brand merchandising, education and training, and valuable content together.

PROGRAM CONTACTS:

Truck-Lite Sales Representative

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2023 Distributor Success Initiatives

Truck-Lite is committed to staying the #1 chosen lighting brand in commercial vehicle transportation. In order to do that, we need to understand the customers need to provide value-added solutions to end users and most importantly - equip our Distributors with the tools and support to do the same, because as partners, your success, is our success.

In 2023, We are investing in Distributor growth in these areas of focus:



PROMOTION



RETAIL



SELLING TOOLS & TRAINING



DIGITAL ENABLEMENT



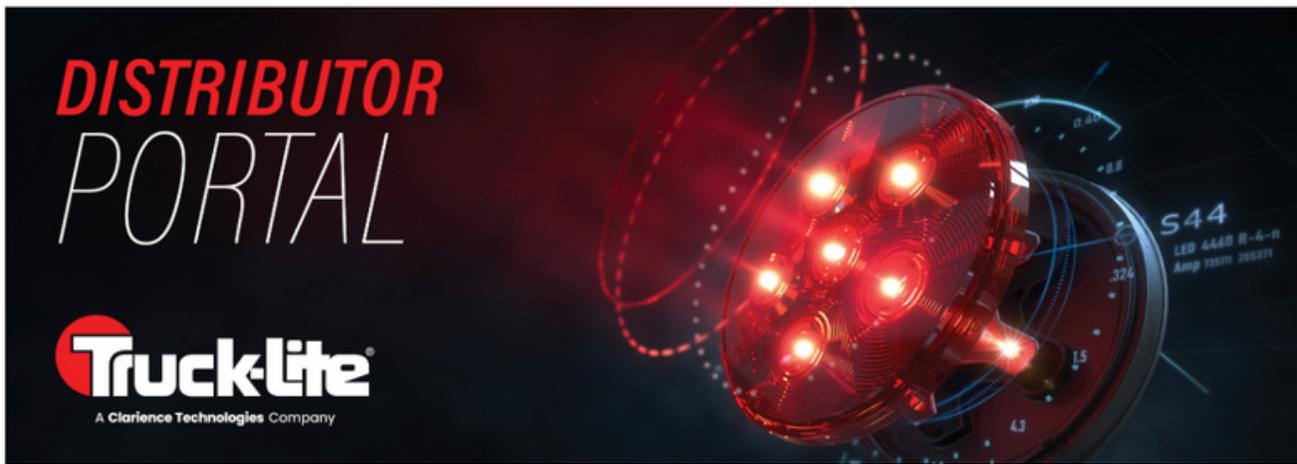
RECOGNITION



MADE EASY THROUGH DISTRIBUTOR PORTAL

DISTRIBUTOR PORTAL

As a Truck-Lite direct distributor, you gain exclusive access to the **NEW** Distributor Portal. This your one-stop-shop for all things Truck-Lite Sales & Marketing support.



Enter Customer Bill To# to Log In

Submit

Log In with your BILL TO# to access:
www.shoptruck-litestore.com/portal

PROMOTION

Its simple, our focus is growing Truck-Lite sales out your door through high impact and effective promotion and participation.

1. Sales Person Incentive / Contest

Bring alignment and recognition to your front-line-selling employees through incentives directly benefiting them.

2. End User Gift Promotion

Guide the end user to purchase with a little added incentive.

3. Event Participation

As your partner, it is important to us to support your company events and work side by side with you to the end customer.

RETAIL

There are many factors that affect end-user purchasing decisions, how a brand or product looks is a big one. Ensure your store looks its best with Truck-Lite branded retail materials.



LIGHTING DISPLAYS



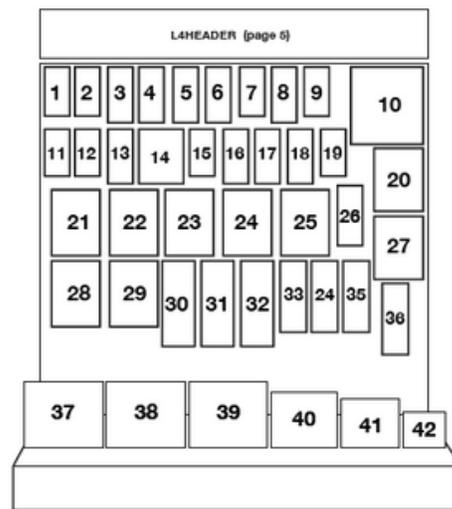
SIGNAGE

FREE



GONDOLA HEADERS

FREE



PLANOGRAM DISPLAYS



BIN BOXES

FREE



RACK CARDS

FREE



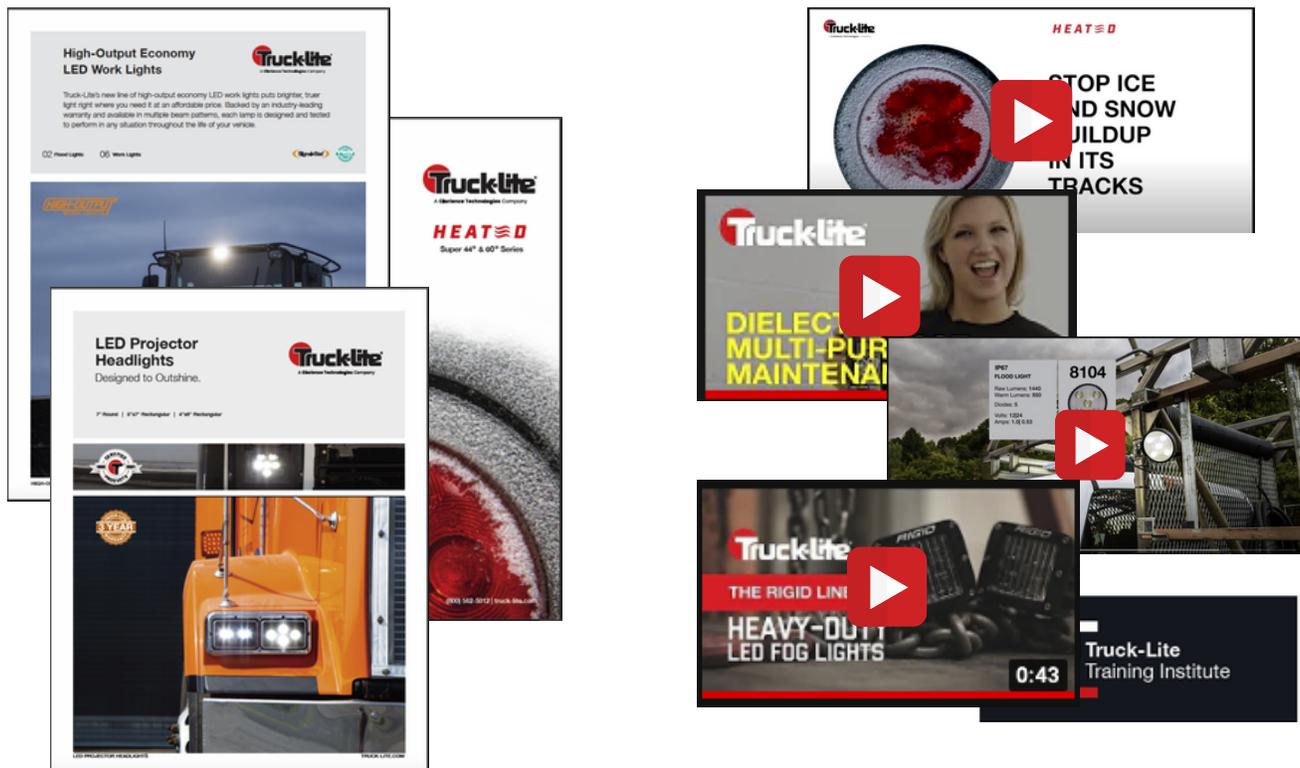
RE-ORDER TAGS

FREE

SELLING TOOLS

It is very important to ensure the front-line-selling team is knowledgeable about our product and equipped with a successful go-to-market strategy.

In 2023, we aim to build more strategic content to be pulled through by distributors for sales and marketing efforts. All available through a simple Distributor Portal.



PRODUCT SELLING CONTENT

Content will be updated on the site as new products & initiatives are launched, so check in regularly for the most up-to-date content.

TRAINING

TRUCK-LITE TRAINING INSTITUTE



FREE online series of technical courses that were developed to educate and train the highest caliber technicians and parts associates. The courses focus on product knowledge, technical expertise, diagnostics and systems solutions.

1. The **Master Lighting and Harness Technician** is the first in the Truck-Lite Training Institute series. Modules require 10–40 minutes to complete and contain test questions to verify comprehension and retention. A certificate of completion and promotional incentive box is available upon successful completion of this course, which includes the following modules:

- **Basics in Electricity:** Definitions; major concepts; wire calculations; voltage drops (allow 20 to 30 minutes to complete)
- **Lighting Evolution:** A walk through time; the origin of Truck-Lite; evolution of bulb-replaceable, sealed and LED lighting; return on investment (allow 15 to 25 minutes to complete)
- **Lighting Fundamentals:** Why lights fail; troubleshooting failures; tips to prolong lighting life; product pitfalls (allow 30 to 40 minutes to complete)
- **LED Lighting Performance:** Popular lighting terms and definitions; best measurement of LED lighting (allow 10 to 15 minutes to complete)
- **Harness Fundamentals:** Harness basics and color codes; methods for diagnosing failures; proven repair methods (allow 30 to 40 minutes to complete)
- **Regulations and Questions:** Federal lighting requirements; SAE ID codes; common legal questions (allow 10 to 20 minutes to complete)



2. Truck-Lite has partnered with Purkeys, a leader in electrical advisement and solutions for the commercial trucking industry, to develop **Fundamentals of Multimeter Training**, which offers diagnostic training using an Extech electrical multimeter (allow 45 to 60 minutes to complete).

3. Truck-Lite has also partnered with 3M, a global leader in innovative solutions for both consumer and commercial industries, to provide **Best Practices with Reflective Tape**. In this course, users will become familiar with reflective materials regulations, uses, application/removal and care and maintenance regarding Truck-Lite's reflective tape product offering (allow 15 to 25 minutes to complete).

Visit: www.truck-lite.com/tti

DIGITAL ENABLEMENT

Our world continues to be more and more digital and fast. We are committed to staying ahead and focusing on all things digital, specifically the below in 2023.

1. **truck-lite.com**

The new and improved website is on the way!

Redesigned to tell our brand story through engaging content, offer product solutions through understanding our customers unique business and increased ease of use.

2. **Product Data**

We know having our product data and images in your systems automatically is necessary for success.



3. **Fleet Digital Marketing**

Developing unique solutions to our end users and fleets is only part of it, communicating and connecting to those customers is even more important. Using effective digital marketing, we can influence brand awareness and loyalty for our brand and yours.

RECOGNITION

Our Distributors are the arms and legs of our business and extremely important to our success. We see our Distributors as partners in serving solutions for commercial transportation.

As we grow together, we want to recognize those that are true Truck-Lite Brand Advocates and acknowledge our continued partnership success.



Distributor of the Year

Official Recognition Program Information and Invitation coming soon.

CO-OP FUND ALLOWANCE

Distributors that purchase a minimum of \$150k* of Truck-Lite products also have access to Co-Op funds. These funds are an additional benefit to apply to the 2023 Distributor Success Initiatives into your own individual business.

IMPORTANT DATES:

MUST QUALIFY FOR ACCESS TO FUNDS:

Submit your plan for fund usage by:

APRIL 1st

Distributors must submit official plan of fund usage to qualify for access to funds. Initiatives must align with Truck-Lite usage guidelines and be excuted within current year.

IF no plan is submitted to Truck-Lite by deadline, Funds will be forfeited from Distributor control and used by Truck-Lite to support General Distributor Initiatives.

SUBMIT TRUCK-LITE DEVELOPMENT PLAN HERE

IF QUALIFIED, DEADLINE TO USE FUNDS:

NOVEMBER 30th

Those that submit a plan within the April 1 Deadline, will have until November 30th to submit request for funds. Funds will be forfeited after deadline date and if your account is in arrears or no longer a direct Truck-lite customer

CO-OP CREDIT REQUEST FORM

**\$150K Minimum does not apply to those with arranged contracts.*

***Co-Op Allowance based off prior year Truck-Lite Non-Proprietary Product Purchases*

***Government contract accounts are excluded*

CO-OP USAGE GUIDELINES

This allowance can only be used in the following guidelines below.

	ACTIVITY	DETAILS	HOW TO CLAIM
PROMOTION	SALES PERSON INCENTIVE / CONTEST	Boost Truck-Lite focus and sales by running a contest or direct incentive for your front-line selling employees.	Receive Approval from your Truck-Lite Sales Rep. Submit Program verification documents (Incentive Outline, Results, and Expense Receipts) using Co-Op Credit Request Form .
	END USER INCENTIVE PROMOTION	Promote Sales on specific Truck-Lite product or entire Truck-Lite product line by offering a gift direct to your end-user customers.	Receive Approval with your Truck-Lite Sales Rep. Order Truck-Lite branded gifts on Distributor Portal to use as the customer giveaway. www.shoptruck-litestore.com/portal Enter Bill To # in Budget Code Section at Checkout.
	EVENT PARTICIPATION	Truck-Lite Supplier Participation Fee or Sponsorship to support your event or open house.	Receive Approval from your Truck-Lite Sales Rep. Submit Event Verification documents (Event Invitation, Participation Fee, Confirmed TL Rep Participating) using Co-Op Credit Request Form .
RETAIL	RETAIL DISPLAYS	In Addition to FREE Branding & Signage in your store, Upgrade your store with Truck-Lite Product Displays.	Order through Distributor Portal. www.shoptruck-litestore.com/portal Enter Bill To # in Budget Code Section at Checkout.
SELLING TOOLS	PRINTED TRUCK-LITE LITERATURE	Use Truck-Lite Made Product Literature to promote focus and selling of new products.	Order through Distributor Portal. www.shoptruck-litestore.com/portal Enter Bill To # in Budget Code Section at Checkout.
DIGITAL	DIGITAL ADVERTISING	Run a Co-Branded Digital Advertisement promoting Truck-Lite Brand or Product.	Receive Approval from your Truck-Lite Sales Rep. Submit Advertising documents (Ad Design, Ad Placement Details, Click through Rate Results) using Co-Op Credit Request Form .
RECOGNITION	STORE AWARD	Multiple Stores? Lets recognize your best performing Truck-Lite Store of the Year with a employee celebration and permanent award they can show off and be proud of.	Plan with your Truck-Lite Sales Rep. Submit Program verification documents (Qualifier Outline, Monthly Store Growth) using Co-Op Credit Request Form . Truck-Lite will design and create award (co-op funds support expense to build)

TERMS & CONDITIONS:

- Truck-Lite offers co-op reimbursement within the year it is used. The amount available each year is based on your previous net catalog sales.
- Truck-Lite reserves the right to reduce or deny reimbursement requests based on the conditions of the program.
- Co-Op funds cannot be used for samples, products for inventory or showroom setup fees.
- NO Competitive product information can appear in the same material as above. If competitive product information is included, the claim will be denied.
- Truck-Lite logo and brand name usage must be used in accordance with Truck-Lite brand usage guidelines.

