

# BAYLINER OWNER REFERRAL PROGRAM

Summer 2010

## Overview

Dates: June 30, 2010 – August 31, 2010

Concept: Increase our Bayliner family of owners by using our current network of Bayliner owners to refer customers to our boats. Drive traffic to dealerships.

## Offer Details

Bayliner will offer any current Bayliner owner a referral reward for referring future owners to the Bayliner product. Bayliner owners will have access to a certificate, which they can provide the friends they refer to our brand. If one of their friends purchases a new and unused Bayliner boat from an authorized dealer, Bayliner will send them \$250 USD.

## Referral Submission Process

1. Bayliner owners will have access to a Referral Certificate on which they will write their contact information and HIN number for submission by New Owner
2. When Bayliner owners refer a prospect to our product, the prospect will provide the dealer the Referral Certificate.
3. Dealer will fax the Referral Certificate to Bayliner Marketing at 865.971.6467 **immediately** upon delivery
4. Bayliner will contact owners for verification and send the Current Owner their Referral Bonus

## Offering Rules

- Form must be submitted to a Bayliner authorized dealer on or before the date of purchase by the New Owner. Form cannot be submitted after purchase.
- Bonus available only for purchases of new and unused Bayliner boats. This must be the first Bayliner boat purchased by the New Owner. Used boat purchases are ineligible.
- Form must be completed in its entirety for eligibility.
- Both the Referring Owner and New Owner information will be verified.

## Marketing Support

This form will be disseminated to current owners in the following ways. Each form will be marked so that we may track it by its promotional channel:

- Bayliner Owners Club Blog
- Dealership forms – see attached
- Send to all warranty registered owners who have provided Bayliner their email addresses (please continue to collect these when you have a new buyer)



Suggested uses of Dealership Form:

- Send to your Bayliner owners via email or mail as a thank you
- Provide new buyers upon their purchase to refer their friends

Please let your owners know that this is an exclusive referral bonus for Bayliner owners in appreciation of their purchase and continued loyalty to Bayliner.

*Note: Contact information provided on forms cannot be used for promotional purposes unless consumer checks box approving contact by Bayliner and its affiliates.*