

01 April 2013 /N025-13U

Previous Bulletin Number: N005-13U

# Incentive Bulletin

US - Agriculture and Turf



## CBD - Equine Program - REVISED

Note: 01Apr13 - Added APHA as an eligible member.

Effective Date: 01 April 2013

Expiration Date: Until Cancelled

Eligible Equipment: Specified Equipment

Bulletin Detail:

### Eligible Members

Eligible NTRA members include NTRA Tracks, full-time Equine farms and/or professional trainers or breeders. Eligible AQHA, USEF, USTA, HTA, USPA & APHA members must have full-time equine operations and/or are professional trainers or breeders. All equipment purchased must be used exclusively in their equine operations.

### Program Option #1: Full-Time Equine Program - Discount Percent off List Price

Customer receives percent off list price based on equipment type purchased. Under this option, customers may use standard financing, or no financing. Dealer receives national sales handling as seen below under dealer settlement bonus. Equine customers must qualify to use the full-time program. Before quoting, contact the appropriate equine association to verify whether the customer is eligible to use the full-time program.

Product Category	Customer Discount from List Price	Dealer Settlement Bonus
5003, 5045D, 5045E, 5055D, 5055E, 5065E, 5075E Series Tractors	15%	10%
5603, 5083E, 5093E, 5101E Series Tractors	20%	10%
5025, 5M, 6D, 6030, 6M, 6R, 7030, 7R Series Tractors	23%	10%
John Deere Rotary Cutters & Flails	23%	See Note*
Ag Implements – including Hay & Forage; Material Handling	23%	10%
1023E, 1025R and 1026R Tractors	18%	10%
3032E, 3038E Compact Tractors	18%	10%
2210, 2305, 3203, 4105 Advantage Tractors	18%	10%
3005, 4005 Advantage Tractors	16%	10%
2000, 3000, 4000 Twenty Series CUTs	18%	10%
Turf Implements	18%	10%
1400 & 1500 Series Front Mowers	23%	10%
Z200s, Z400s, Z600's EZtrak Series	18%	10%
Z710A, Z720A Advantage ZTrak Mowers	18%	10%

ZTrak Commercial Mowers (Z900 Series)	28%	13%
Commercial W/B Mowers	20%	10%
Wide Area Mowers	23%	10%
CS, CX, TS, TX, TH, RSX Gator Utility Vehicles	16%	13%
XUV 550 and XUV 550 S4	16%	13%
HPX & XUV 625I, 825i, 855D Gator Utility Vehicles	14%	13%
E Gators	20%	13%
X300, X500 & X700 Series Tractors	18%	10%
Core Golf Equipment except ProGators*	23%	10%
ProGators*	20%	5%
Frontier Equipment	20%	8%
Commercial Worksite Products	21%	8%
Freight, Setup, PDI and Delivery	Dir. Quoted	

\*Only available at Golf distributors

Excluded Equipment

100 Series Tractors, Residential Walk Behind/Handheld Products, M-Gators, QuikTrak Mowers (647A, 657A & 667A), and AMS Equipment.

For Program Option #1, use the bonus code listed below that corresponds with the equine association and product category for the equipment the customer is purchasing.

	Ag & Turf	Cutters & Flails*	CWP
NTRA	UCNV9161	UCNV9039	ULNB1804
AQHA	UCNV9162	UCNV9042	
USEF	UCNV9163	UCNV9045	
USTA	UCNV9164	UCNV9048	
HTA	UCNV9165	UCNV9051	
USPA	UCNV9166	UCNV9054	
APHA	UCNV9169	UCNV9170	

Rotary Cutter and Flails Commitment Program

Based on your dealership rotary cutter & flail commitment program, dealer reimbursement will be as follows:

Tier 5 \$1,000,000+.....	18%
Tier 4 \$600,000 - \$999,999.....	18%
Tier 3 \$300,000 - \$599,999.....	15%
Tier 2 \$175,000 - \$299,999.....	12.5%
Tier 1 \$80,000 - \$174,999.....	10%
(No Tier) \$0 - \$79,999.....	7%

Bundles

- Bundles, Attachments, and Ag & Turf parts are excluded from the discount. (ie: RE196193, LVB25153, TY12963)
- Bundles that are billed on the machine invoice qualify (ie: 9000 codes).
- Field attachments with a Class Code of "I" do not qualify for the discount.

Horse Race Track Purchases

Outright purchases made by tracks are eligible for the full-time equine program and should be processed as a standard full-time sale.

Program Option #1 – Dealer Procedures

- 1) The dealership is required to call the NTRA Advantage Group to obtain an ACCESS number, and to

determine if the member is eligible to purchase using the full-time equine program. The Equine National Account consists of six organizations, listed below with phone numbers. The access number will be issued to the John Deere dealership only; it cannot be issued to the member. If the customer is eligible for the full-time program and you receive an access number, proceed to step 2. Otherwise, see Program Option #2: Partner (Coupon) Program instructions below.

Organization	Abbrev.	Phone #
American Quarter Horse Association	AQHA	866-678-4288
Harness Tracks of America	HTA	888-257-8782
National Thoroughbred Racing Association	NTRA	866-678-4289
U.S. Equestrian Federation	USEF	877-576-6872
U.S. Polo Association	USPA	866-678-4289
U.S. Trotting Association	USTA	888-257-8782
American Paint Horse Association	APHA	877-462-2294

- 2) Refer to the equipment & discount recap for eligible products and discounts. The discount must be taken from the current suggested list price at the time of the purchase. The customer should be charged freight and set-up on all Ag and Turf equipment sold.
- 3) Eligible purchasers will work with their dealer of preference to place their order.
- 4) The purchase order must include the member access number. \* Note: The member's association number is not the access number.
- 5) The dealer settles for the equipment using customer type '7' (N/A to CWP Equipment) and takes the appropriate bonus code and settlement bonus discount.
- 6) Mail or fax a copy of the purchase order to your settlement auditor at John Deere Financial. Fax #: 1-800-597-3800 or 1-800-886-2136 (CWP).
- 7) The dealer is to collect and keep payment from the customer.

#### Program Option #1 – Notes

##### Company Incentives

- These discounts are in lieu of all other company sponsored incentives with the exception of billing discounts, unless specifically stated otherwise.
- The Full-Time program cannot be used with the John Deere Employee Purchase Program or the John Deere Partner Program (including the Equine Partner Program).
- No volume or performance bonus will be paid under the Full-Time Equine program.
- Financing options include No Financing, or John Deere Financial Standard Regional Rates.
- Bonus number and amount must match those shown on page.
- Discounts, prices and specifications are subject to change without notice.

#### Program Option #2: Equine Partner (Coupon) Program

Customer negotiates the best price with the local dealer and is eligible to use company-sponsored incentives (ie: low-rate financing). After negotiated price is determined, the customer adds an additional coupon (cash discount). The coupon dollar amount depends on the equipment being purchased. Association members must be a member for 90 days before becoming eligible to use the Partner (Coupon) Program. All members meeting eligibility requirements can use the equine partner (coupon) program. The customer is responsible for contacting the appropriate equine association in order to obtain a coupon.

\*\*Coupon amounts located in Pathways under Ag & Turf CBD & Government Sales, Partner Program Tab\*\*

Program Option #2 – Dealer Procedures

- 1) The customer is required to call the NTRA Advantage Group to obtain a coupon. All equine association members can utilize the Partner (Coupon) Program after meeting 90 day eligibility requirement. The Equine National Account consists of six organizations, listed below with phone numbers. The coupon can only be issued to the equine customer.

Organization	Abbrev.	Phone #
American Quarter Horse Association	AQHA	866-678-4288
Harness Tracks of America	HTA	888-257-8782
National Thoroughbred Racing Association	NTRA	866-678-4289
U.S. Equestrian Federation	USEF	877-576-6872
U.S. Polo Association	USPA	866-678-4289
U.S. Trotting Association	USTA	888-257-8782
American Paint Horse Association	APHA	877-462-2294

- 2) Dealership and customer negotiate best price. Customer is eligible to use company sponsored incentives, including low-rate financing.
- 3) Dealer goes online to Pathways to verify / redeem coupon – specific path listed below:
- 1 Pathways Home Page
  - 2 Sales Tab
  - 3 A&T CBD and Government Sales
  - 4 A&T CBD and Government Sales (US)
  - 5 Click on Partner Program in left-hand column
  - 6 Click on respective association
  - 7 Verify coupon using serial number
  - 8 Redeem certificate using serial number
- 4) Dealership will be credited for the full coupon amount on the next monthly statement.

Program Option #2 – Notes

- Association members must be a member for 90 days before becoming eligible to use the Partner (Coupon) Program.
- All John Deere incentives are applicable except John Deere Employee Purchase Plan.
- Only one coupon may be used per item purchased, and 4 coupons can be redeemed per calendar year.
- Customers are not eligible to use multiple discounts if they are a member of multiple organizations.
- Coupon must be used to reduce the purchase price for the customer for the entire coupon amount.
- Coupon is only valid at time of purchase.

Any other questions should be directed to 888-222-7239 option 5, option 3, option 3

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This information is proprietary and confidential to Deere & Company and is only approved to be used by its authorized dealers and distributors in facilitating customer sales. It cannot be disclosed to third parties in any form without Deere & Company's prior written consent.

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