



RECOMMEND US TO A FRIEND REFERRAL PROGRAM

At Exmark we believe there is no better advertising for the brand than an already satisfied customer speaking to others about his or her positive experience.

For 2014 Exmark will launch a Referral Program that makes it easy for existing non-commercial customers to share their recommendation of our brand, and rewards them for any Exmark purchases made by the referee.

This program will serve the purpose of thanking customers for their purchase and encourages and educates them on easy ways to refer our brand to other potential prospects. Qualified customers will be able to make referrals through printed coupons, email and social media platforms such as Facebook, Twitter and Google+.

EFFECTIVE DATES

Program starts January 1, 2014 – December 31, 2014

ELIGIBLE CUSTOMERS

- This program is only eligible to non-commercial accounts which would include those registered for personal or farm/agriculture use.
- Eligible new referee customer is defined as a non-commercial customer that has not registered an Exmark zero-turn riding mower purchase in the last 5-years.

ELIGIBLE MOWERS

All new zero-turn riding mowers not previously registered. This excludes all Vantage units.

PROGRAM INCENTIVE OFFERS

- \$100 Carhartt Gift Card awarded to **both** the referrer (already a customer) and the referee (new customer) with the purchase of any new Exmark riding mower.
- 2014 Riding mower promotions that may or may not be combined with the Carhartt referral gift card offer are as follows: (Please see your 2014 Exmark program for complete promotion details)
 - **GO PRO – Spring Sales Event (4/1/14 – 5/31/14)**
 - Pioneer E and S-Series and Lazer Z E-Series (\$500) Instant-Rebate **can be** combined with referral program incentives.
 - Model number PNS740KC604SS and LZE730KA604SS that include GO PRO \$500 instant rebates plus FREE seat upgrade are **not eligible** for Carhartt gift cards.
 - \$200 Carhartt gift card offers tied to Farm and Ag marketing program **cannot be combined** with referral incentives.



- Rebates for this program **cannot be combined** with other promotions or support programs to achieve additional discounts or incentives unless explicitly allowed. This includes but is not limited to Bid Assist, Fleet, National/Corporate Accounts, and Gift Card promotions.

COST SHARING OF \$100 CARHARTT GIFT CARD OFFER (PAID TO REFERRER AND REFEREE)

Exmark	\$40
Dealer/Distributor	\$45

CUSTOMER REFERRAL PROCESS

- Each potential referring customer will be sent a thank-you letter that includes their program URL (www.exmarkrefer.com/referralcode) and referral coupons that they can pass to eligible prospective purchasers.
- If an eligible referring customer has lost or disposed of their referral packet, he or she can request a new packet by calling 866-257-3337. Instructions for login and coupons will be emailed to them by a program representative.
- Customers that would like to utilize email, Facebook, Twitter or Google+ to make a referral can do so by going to www.exmarkrefer.com/referralcode and create a login using their email and password of their choice. They will then be able to start referring by email or social media directly from the site.
- The referrer can login to his/her account at any time and see who has accepted their referral. They will see a list of "pending referrals" (not yet purchased but registered) and approved referrals that will include the names of friends and family members that have registered or been approved for a reward.

PURCHASING (REFEREE) CUSTOMER REDEMPTION PROCESS FOR CARHARTT GIFT CARD

- Customer is responsible for their own redemption for this program as follows:
 - Purchasing customer must go to www.exmarkrefer.com and have their specific referral code that was sent to them by the referring Exmark customer.
 - The referee will enter the referral code. They will be asked to enter their address. We will check against database for current customer status at this point. If referee is in the database as a prospect we link them to referring customer. If they are not in database we add them to database and link them to referring customer. They will remain as a "pending" status until we receive their product registration. If they are in the database as an active customer we will reply they are not eligible for the referral program and direct them to the toll free number for any questions.
 - If all eligible requirements are met and the Dealer has registered the unit purchased, a \$100 Carhartt gift card will be sent directly to the new purchaser by Exmark.



REFERRING CUSTOMER REDEMPTION PROCESS FOR CARHARTT GIFT CARD

- Once the purchasing customer has completed their purchase and redemption process on www.exmarkrefer.com and the Dealer registers the sale on our online registration system, the program administration system will automatically reward the referring customer with their \$100 Carhartt gift-card.

CARHARTT GIFT CARD DETAILS

- Cards **MUST** be redeemed for Carhartt merchandise via the below methods.
 - Online at www.carhartt.com
 - Or by calling 800-833-3118. *CARDS ISSUED FOR THIS PROMOTION WILL NOT BE HONORED AT CARHARTT RETAIL LOCATIONS*
- Please allow 6-8 weeks for delivery of card.
- Consumer questions or issues can be sent to carharttpromo@exmark.com please reference the ***Recommend Us to a Friend Program*** in the subject line of the email message.