

Parts & Accessories Bulletin

May 13, 1988



PAB #381

P.O. Box 1306 Milwaukee, Wisconsin 53201

FREE S100® CYCLE WASH

Dear Dealer:

Once again, our supplier of S100 is offering FREE S100 to every dealer who puts on a free cycle wash promotion. And, as an extra bonus, a chance to win a trip for two to Germany. (See attached flyer for details.)

For your convenience, an order form is attached. Don't settle for substitutes, S100 is the original and best!

Attachment



FILE IN ACCESSORY GUIDE FOR FUTURE REFERENCE



DEALER ORDER
ORDER DATE
DEALER NO
ORDER TYPE
WARRANTY CLAIM NO

FOR OFFICE USE ONLY	
ACCT.	
FRI ACCT	

S
H
I
P

NAME _____

ADDRESS _____

CITY/STATE/ZIP _____

**PLEASE USE PART NUMBERS
DO NOT USE FOR
CORRESPONDENCE**

ALL ORDERS SUBJECT TO ACCEPTANCE AT MILWAUKEE, WISCONSIN 53201

All goods covered by this order, including goods back ordered, will be shipped in direct line of shipment. Goods are purchased for resale and delivery is made to purchaser F.O.B. Milwaukee, Wisconsin or other point of origin. If accepted, this order is accepted that will be subject to availability of goods to seller; delivery to purchaser. Any delay in shipment shall not relieve purchaser of responsibility for his accepted order and seller shall not be liable for any loss or damage due to delay in shipment. If goods are not available for shipment, seller shall advise purchaser in writing. If goods are not available for shipment, seller shall refund purchaser's payment or return of goods to seller. Purchaser shall pay the entire cost connected therewith, plus three per cent or twenty-five per cent of selling price, as determined by Company policy from time to time, as liquidated damages for loss of sale. Purchaser will be responsible for collection and payment of all Federal, State and local taxes thereon.

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IN U.S.A.

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PRESENTS:

The Great FREE S100 Cycle Wash!

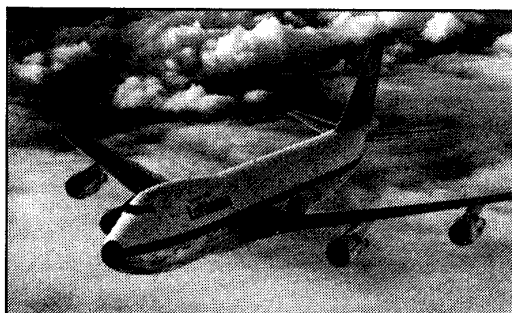
... OR How you
can, with one
promotion:



1. Get customers **you have never seen** come to your dealership.
2. Move **all kinds** of products (bikes and accessories) in one big day.
3. Generate terrific customer **goodwill**.
4. Get **FREE** S100.

AND

5. **Win a trip** for two (hotel and airfare) to Germany!



The great **S100 FREE CYCLE WASH** is one of the biggest promotions to hit the cycle industry in years and it is so simple, yet almost guaranteed to bring exciting results to your dealership.

Here's all you do:

1. Identify a day one weekend as "Free S100 Cycle Wash Day".
2. Order two cases of S100 from your authorized S100 distributor.
3. Develop a newspaper ad, radio ad, etc. and send us a copy of the ad.
4. Fill out and send us the form on the back of this sheet.

Here's what we do:

1. Send you two **FREE** 5 Liter Cannisters of S100, including two spray hoses and even pay the UPS to your door!
2. Send you your Free S100 Cycle Wash Day kit which includes 2 large, colorful banners to hang up and 50 feet of S100 pennant line to make your wash look like the event it is (see the photo above).
3. Upon receipt of your application form on the back, enter your dealership's name in the year end drawing for the trip for two to Germany for one week.

Sounds great, but maybe you're wondering if it works. We asked some of the dealers who ran the Free S100 Wash in 1987. Here's what they said:

Island Suzuki, E. Northport, NY

"What a success it was . . . by noon we had a line of 30 bikes . . . with a turnout like that we decided to run it again."

Midlothian Sports and Cycle, Midlothian, IL

"We think it worked well . . . our customers were very enthusiastic. We'll definitely do a wash again this year . . . Good promotion."

Everett Suzuki, Everett, WA

"A good addition to our open house . . . we'll do it again this year."

Some detailed questions and answers about the wash:

Question: *Why is S100 making this offer?*

Answer: We believe in our product and know that once we show someone how well it works, we win a new customer. We're willing to give away some S100 to dealers who will show their customers, old and new, how well it works. We win new customers for you, the dealer, and for S100.

Question: *What do I need to do the wash?*

Answer: Not much. We supply the S100, you need a couple of hoses and a water supply. Don't wash the guy's bike for him. Put someone outside to show the rider how to do it and let him see how easy it is for himself. Don't be troubled if some people are there just to watch. The crowd that gathers will help the event. Do make sure you have a good S100 display in the store. Experience shows that at least a couple of cases of S100 get sold on wash day.

Question: *What must the ad I run say?*

Answer: Use the ad to say whatever you want, but do feature prominently in the ad: GET YOUR CYCLE WASHED FOR FREE WITH S100 TOTAL CYCLE CLEANER or COME TO OUR FREE S100 CYCLE WASH AND GET YOUR BIKE WASHED FOR FREE or words to that effect. PLEASE use the S100 logo at the top of side one and the ® mark above and to the right of the logo.

Question: *If I decide to do a wash on short notice, my ad may not be ready in time for me to submit it and still get my free S100. What can I do?*

Answer: See the choices on the application form. We have thought of this and have a solution.

Question: *May I run more than one S100 Wash during the season?*

Answer: Yes, we will provide free S100 for two washes per dealership per season. If you think you may want to run two washes, make extra copies of this sheet and simply repeat the procedures outlined a second time when you are ready for the second wash.

Question: *How many bikes will the Free S100 wash?*

Answer: The 10 liters of S100 (about 2.6 US Gallons) will do from 35 to 50 bikes, enough for a day's wash. You may keep any S100 left over for use in your shop.

Question: *Is there any time limit on this promotion?*

Answer: None. This is an ongoing promotion and as long as the application procedures are followed (and the two washes per year limit is observed) you may hold your wash at any time.

Question: *When is the drawing for the trip to Germany?*

Answer: December 1988. The winner will be announced via press release and our direct-to-dealer mailings.

APPLICATION FORM FOR THE FREE S100 CYCLE WASH DEALER PROMOTION

YES! We want the increased store traffic, new customers and goodwill that the Free S100 Cycle Wash can bring. *Count us in!*

PLEASE PRINT

Dealership Name _____ Date we expect to hold wash _____
Street Address (not PO box) _____ Name of our S100 Distributor: _____
City _____ State _____ Zip _____ Name of S100 Distributor's Salesman (if known) _____
Person responsible for the wash details _____

Choose **ONE** of the following ways to get your Free S100 and promotion kit:

1. Dear S100: We are submitting all the required items for the Free S100 at this time:
☐ Distributor invoice copy for 2 cases of S100 (Kits, Refills or Starters).
☐ Tear sheet / ad layout of our ad which will run in _____ (newspaper / radio) on _____ (date).

Please review these items and send us our Free S100 and S100 Free Cycle Wash Promotion Kit and enter our dealership for the Free Trip drawing.

2. Dear S100: We are unable, due to time shortage, to get you our advertising tear sheet. We are enclosing distributor invoice for two cases of S100 (Kits, Refills or Starters). We have bought/will buy our 5 Liter Cannisters for the wash from our S100 Distributor. After the wash, we will send you our ad tear sheet and understand you will then send us, at our choice, either the two 5 liter cannisters or one case of the New S100 Starter Size bottles, freight prepaid, and enter our dealership for the Free Trip drawing. In the meantime, please rush us our S100 Free Cycle Wash Promotion Kit.

Send this application to:



11 Business Park Drive, Branford, Connecticut 06405