

# ADVERTISING/ PRESS RELATIONS

Every year, Suzuki Marine invests in advertising and public relations activities to build awareness and to support your retail sales efforts. And every year Suzuki sales have increased! Coincidence? Not hardly. We're reaching literally millions of active boaters and fishermen every month. And the more they know about Suzuki award winning 4-stroke outboards, the more likely they are to walk into your showroom and buy one. Here's a quick overview of what is in store for 2006.

## **NATIONAL AD CAMPAIGN**

2006 is shaping up to be an eventful year. Starting in October 2005, we'll begin introducing the new DF150 and DF175 to the boating community. These Big-Block 4-strokes promise a new era of power and excitement. Our advertising campaign will reflect that new spirit of performance. Of course, we'll also be supporting the award winning V6s with new ads as well. The campaign will also include a series of Ads focusing on the many Prep Plus boat builders.

The Suzuki advertising will run though out the year in national magazines, as well as many of the local, state and regional magazines and outdoor newspapers that impact your customers. Take advantage of the Suzuki corporate campaign and piggyback on our investment to strengthen and build awareness of your dealership by placing ads in your local market.

## **PUBLIC RELATIONS**

Once again, Suzuki Marine hosted the global press launch of our new products. Editors from more than 20 US media outlets joined writers and distributors from 18 foreign countries to get a look at the new DF150 and DF175. And they were impressed! We're expecting lots of editorial coverage on these new motors in the months to come.

But that's just the beginning. We'll be in contact with all of the writers and editors to make certain Suzuki is included in their boat tests, outboard shoot-outs and product reviews. One of the more glamorous opportunities for Suzuki PR exposure is though Editor Trips. Don't let anyone tell you otherwise, these events are Hard Work, but somebody's got to do it. Just about every month, Suzuki will grace the pages of one magazine or another with a fishing or destination story. If you have a story idea, or know of a great fishing hole, let us know. Maybe there's a front page story right in your back yard.

## **PROMOTIONAL SUPPORT**

Suzuki Marine continually offers you proven promotions to help boost sales and increase profit. Our national advertising - (What to Buy) - and your local ad placements - (Where To Buy) - make these programs work. Together we increase Suzuki Brand Awareness and Drive Floor Traffic. We appreciate the time and effort devoted to your individual and group ad programs. Look for new promotions and the materials to make them successful in 2006.

## **SALES GUIDE**

The new 2006 Sales Guide - the result of hours of exhausting research and compiling competitive data - will be published later this year. (While we have

our data ready, not all our competitors are as timely) We'll announce availability very soon. Part number 99953-06505

## **FULL LINE PRODUCT CATALOG**

The 2006 Full Line Product Catalog is hot off the press and available at the dealer meeting. You will find an exciting array of every Suzuki 4-stroke outboard, including the new Big Block DF150 and DF175. Not to mention the hot new DF2.5. Included within the cover are engine specifications, technical features and benefits along with full color pictures of people having a great time on the water, all courtesy of Suzuki 4-stroke power.

These catalogs are in stock and we encourage you to share this printed sales message with every prospect and customer you come in contact with. Shopping for a new outboard or boat takes a lot longer that it used to, and every dealer needs to have a good supply of these high-quality catalogs available for your prospect. This reference tool will keep Suzuki Awareness "top-of-mind" while your customer researches all of the options. Part Number 99953-06501.

## **PRODUCT INFORMATION BROCHURES**

2006 Product Information Brochures will be available again for your boat show season. They feature the hard-hitting technical information that your customers want. The comparison graphs and diagrams are easy to read and comprehend. The in-depth visuals clearly describe features and benefits. 2006 technical specifications are bold and easy to locate on the back page of each brochure.

<u>Part Number</u>	<u>Description</u>
99953-02506	DF2.5 Product Information Brochure
99953-034A6	DF4/6 Product Information Brochure
99999-C2028-161	DF9.9/15 Product Information Brochure
99999-C2041-121	DF25/30 Product Information Brochure
99999-C2040-141	DF40/50 Product Information Brochure
99999-C2071-141	DF60/70 Product Information Brochure
99999-C2043-121	DF90/115 Product Information Brochure
99999-C2044-121	DF140 Product Information Brochure
99999-C2047-111	DF150/175 Product Information Brochure
99999-C2046-101	DF200/225 Product Information Brochure
99999-C2045-101	DF250 Product Information Brochure

## **CO-OP**

This year we have provided you with a new CD containing color action photography, studio photography and Press Releases to assist you in developing strong, effective local advertising campaign. We have produced this CD to give you the best possible quality for your ads. This information along with everything else you will need for Co-op Advertising on the Suzuki Marine Dealer Portal at [www.suzuki.com](http://www.suzuki.com).

Co-op funds are accrued two ways; one is to purchase engines directly from Suzuki. Once the engines are invoiced and shipped, your co-op account will be credited. The second way is to purchase Suzuki engines from a Suzuki PREP Partner boat company. It is your responsibility to submit a PREP co-op report via the Suzuki Dealer Portal site. Once submitted electronically, this form contains the information we need to transfer co-op funds from the Boat Builder co-op fund to the dealer co-op fund. (See Questions and Answers)

2006 will be the beginning of our 3<sup>rd</sup> year of our relationship with the Advertising Checking Bureau (ACB). ACB will be handling all of your coop reimbursement claims. New coop guidelines and procedures are detailed separately in your binder and on the Suzuki Dealer Portal site. You can review you co-op claims, accruals and a whole list of ACB co-op activities on the ACB Paranet site <http://tempe.acbcoop.com/paranet60/> (See Questions and Answers)

## **CATCH AND REWARD**

Catch and Reward continues to be a big success, but it all depends on you. Take advantage of this program and get involved in local tournaments. For all the details see the Catch and Reward section of this binder.

## **QUESTIONS & ANSWERS**

Q: How do I access the Suzuki Marine Dealer Portal site?

A: Get on line and follow these instructions:

- 1) Go to [www.suzuki.com](http://www.suzuki.com)
- 2) Click on Dealers
- 3) Click on Marine
- 4) Click on Continue
- 5) Enter your 6 digit Dealer number \_ \_ \_ \_ \_ \_
- 6) You will be transported to the Suzuki Marine Dealer Portal
- 7) Logos are in the "Advertising" Section
- 8) Co-op, PREP Co-op and Quick Quotes are in the "Programs" Section
- 9) Please browse around the site and you will find it very helpful.

Q: How do I access the ACB Paranet site?

A: Get on line and follow these instructions:

- 1) Go to <http://tempe.acbcoop.com/paranet60/>
- 2) User ID: your 6 digit dealer number \_ \_ \_ \_ \_ \_
- 3) Pass Word: 6 digit alpha numeric \_ \_ \_ \_ \_ \_
- 4) Password, See DSM or ACB will have a help line fall 2005
- 5) Account Recap will have your Co-op accrual funds. Please note: funds are only good for the current Co-op year.
- 6) Claims Summery will have all of your Co-op claims that ACB has received. You can check on amounts claimed, approved and paid.

Please submit all of your Co-op claim forms and documentation to:

Advertising Checking Bureau  
PO Box 52118  
Phoenix, AZ. 85072-2118

Q: What if I have more questions?

A: Send them via email to Dean Corbisier at [dcorbisier@suz.com](mailto:dcorbisier@suz.com).