



MERITOR

ADVENTURES

DAIMLER



MERITOR
RUN WITH THE BULL

2021



MERITOR ADVENTURES

GOAL

TO INCREASE MERITOR (TDA PREFIX) PURCHASES FROM DTNA VS. 2020 (EXCLUDES NON-TDA PREFIXED PARTS)

PROMOTION PERIOD

JULY 1, 2021 THROUGH DECEMBER 31, 2021

INCENTIVES

PRIZES AWARDED TO INDIVIDUAL DEALER LOCATIONS THAT GROW THE MOST IN BOTH DOLLARS AND/OR PERCENT VS. 2020 DURING THE PROMTION PERIOD

PRIZES

FOUR PURCHASE TIERS MEAN FOUR OPPORTUNITIES TO WIN GREAT “ADVENTURE” PRIZES FROM MERITOR

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TIER 1: GRAND PRIZE* & QUALIFICATIONS



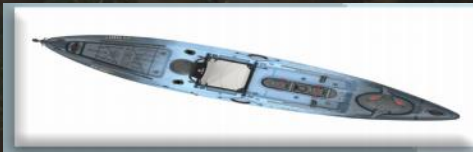
- PURCHASE > \$200,000 OF MERITOR PARTS FROM DTNA
- MINIMUM GROWTH REQUIREMENT: 7% VS. 2020

WHO'S GOING TO WIN?

- 1 SINGLE DEALER LOCATION WITH THE GREATEST DOLLAR (\$) GROWTH IN TIER 1 WILL WIN A HONDA TALON ATV VALUED AT \$21,000

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TIER 1: RUNNER UP PRIZES & QUALIFICATIONS



FIRST PRIZE:
VIBE SEA GHOST
130 KAYAK



SECOND PRIZE:
YETI V SERIES
STAINLESS
STEEL COOLER

- PURCHASE > \$200,000 OF MERITOR PARTS FROM DTNA
- MINIMUM GROWTH REQUIREMENT: 7% VS. 2020

WHO'S GOING TO WIN?

- 2 DEALER LOCATIONS, 1 EACH WITH THE 2ND AND 3RD GREATEST DOLLAR (\$) GROWTH IN TIER 1, WILL WIN THEIR CHOICE OF A VIBE SEA GHOST KAYAK OR A YETI V SERIES STAINLESS STEEL COOLER

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TIER 2: FIRST PRIZE & QUALIFICATIONS



**FIRST PRIZE:
VIBE SEA GHOST
130 KAYAK**

- PURCHASE \$100,000 – \$199,999 OF MERITOR PARTS FROM DTNA
- MINIMUM GROWTH REQUIREMENT: 8% VS. 2020

WHO'S GOING TO WIN?

- 2 DEALER LOCATIONS WITH THE GREATEST DOLLAR (\$) GROWTH IN TIER 2 WILL WIN THE KAYAK
- 2 DEALER LOCATIONS WITH THE GREATEST PERCENT (%) GROWTH IN TIER 2 WILL WIN THE KAYAK

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TIER 3: SECOND PRIZE & QUALIFICATIONS



- PURCHASE \$50,000 – \$99,999 OF MERITOR PARTS FROM DTNA
- MINIMUM GROWTH REQUIREMENT: 10% VS. 2020

WHO'S GOING TO WIN?

- 3 DEALER LOCATIONS WITH THE GREATEST DOLLAR (\$) GROWTH IN TIER 3 WILL WIN THE COOLER
- 3 DEALER LOCATIONS WITH THE GREATEST PERCENT (%) GROWTH IN TIER 3 WILL WIN THE COOLER

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TIER 4: THIRD PRIZE & QUALIFICATIONS



- PURCHASE \$30,000 – \$49,999 OF MERITOR PARTS FROM DTNA
- MINIMUM GROWTH REQUIREMENT: 15% VS. 2020

WHO'S GOING TO WIN?

- 3 DEALER LOCATIONS WITH THE GREATEST DOLLAR (\$) GROWTH IN TIER 4 WILL WIN THE DRONE
- 3 DEALER LOCATIONS WITH THE GREATEST PERCENT (%) GROWTH IN TIER 4 WILL WIN THE DRONE



Note: Winner will be selected by DTNA based on \$ growth **OR** % growth; cannot win in both categories.



HOW WILL DTNA HELP GROW YOUR BUSINESS?

DTNA WILL PROMOTE FOUR PRODUCT LINES DURING THE PROMOTION PERIOD WITH WHOLESALE DISCOUNTS AND INNER CIRCLE REWARDS RETAIL SAVINGS – EACH PROMOTION WILL HIGHLIGHT FAST MOVING PARTS WITHIN EACH PRODUCT LINE!

DEALER PROMOTIONS

- 1) JULY / AUGUST – AIR DISC BRAKES
- 2) AUGUST / SEPTEMBER – GAFF
- 3) SEPTEMBER / OCTOBER – FRONT AXLE
- 4) OCTOBER / NOVEMBER – DRIVELINE

INNER CIRCLE REWARDS PROMOTIONS

- 1) JULY / AUGUST – AIR DISC BRAKES
- 2) SEPTEMBER / OCTOBER – GAFF
- 3) OCTOBER / NOVEMBER – FRONT AXLE
- 4) NOVEMBER / DECEMBER – DRIVELINE

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INDEPENDENT REPAIR FACILITY (IRF) EXCELERATORSM PROMOTION



Canon EOS Rebel T7 Digital SLR Camera
with Canon EF-S 18-55mm Image
Stabilization II Lens, Sandisk 32GB
SDHC Memory Cards, Accessory Bundle

THE THREE¹ IRF'S THAT PURCHASE THE GREATEST DOLLAR (\$) VALUE² OF MERITOR (TDA PREFIXED) PARTS VIA EXCELERATOR DURING THE PROMOTION PERIOD AND THAT ARE ENROLLED IN INNER CIRCLE REWARDS PRIOR TO SEPTEMBER 30, 2021 WILL WIN A CANON CAMERA BUNDLE VALUED AT \$575

¹ ONE WINNING IRF IN CANADA; TWO IN THE USA

² MINIMUM PURCHASE AMOUNT: \$20,000 USD OR \$25,000 CAD



HOW TO QUALIFY

- **NO ENROLLMENT NECESSARY**
- **PURCHASE QUALIFYING MERITOR (TDA PREFIXED) PARTS AT “PRIZE PURCHASE LEVEL” DURING THE PROMOTIONAL PERIOD TO BE ELIGIBLE TO WIN STATED PRIZE**
- **CONTEST RUNS BY INDIVIDUAL LOCATION**
- **TOTAL DEALER FAMILY SALES MUST INCREASE A MINIMUM OF 7% FOR AN INDIVIDUAL LOCATION TO QUALIFY FOR STATED PRIZE**
- **PURCHASES MUST BE INVOICED BY DECEMBER 31, 2021**
- **ORDERS PLACED OR SHIPPED, BUT NOT INVOICED, WILL NOT COUNT TOWARDS PURCHASE QUALIFICATIONS**



LEADER BOARD

LAUNCHES IN AUGUST 2021 ON THE PROMOTIONS HUB

KEEP WATCHING FOR UPDATES SO YOU KNOW HOW YOUR DEALERSHIP IS TRACKING
FOR THE PRIZE GIVEAWAYS



DEALER PROMOTION – LEGAL STUFF

SPECIAL RULES & CONDITIONS: In order for purchases to qualify, they must be invoiced by December 31, 2021. Orders placed and shipped but not invoiced will not count towards purchase qualifications. Total dealer family sales must increase a minimum of 7% in order for an individual location to qualify. Cash will not be awarded in lieu of prizes. Recipients of prizes may be subject to federal, state, and local income tax liability. Prize amounts are reported by the qualifying DTNA dealership to the IRS. Any liability for federal, state, or local taxes imposed on prizes received in this program will be the responsibility of the recipient and not Meritor or DTNA and/or participating dealerships. Winner will be selected by DTNA based on dollar (\$) growth or percent (%) growth, and cannot win in both categories, nor win multiple prizes; only one prize per location. In the event of a tie of the same sales percentage growth within the category, contest prizes will be awarded to the dealer location with the highest dollar growth. Results of contest are tracked by DTNA. Any questions concerning the rules of this program should be referred to DTNA through your District Parts Manager. DTNA and Meritor reserve the right to audit, amend, cancel, or revoke the program. DTNA is the final authority with respect to interpretation of the program rules and any controversy not specifically covered in the rules, including final review or order eligibility. DTNA reserves the right in its sole discretion to disqualify any participant for reasons including but not limited to tampering or attempting to tamper with the results of the contest, including placing orders which it knowingly intends to return. Any such disqualification may be for this contest, and any future contests, at DTNA's sole discretion.



IRF PROMOTION – LEGAL STUFF

SPECIAL RULES & CONDITIONS: In order for purchases to qualify, they must be invoiced by December 31, 2021. Orders placed and shipped but not invoiced will not count towards purchase qualifications. Cash will not be awarded in lieu of prize. Recipients of prize may be subject to federal, state, and local income tax liability. Any liability for federal, state, or local taxes imposed on prizes received in this program will be the responsibility of the recipient and not Meritor or DTNA and/or participating dealerships. Winner will be selected by DTNA based on dollar (\$) purchases via Excelerator with a minimum purchase of \$20,000 USD or \$25,000 CAD of eligible parts; only one prize per location. Recipient must be enrolled in the DTNA Inner Circle RewardsSM Customer Loyalty Program on or before September 30, 2021, and be enrolled at the completion of the promotion on December 31, 2021. Results of contest are tracked by DTNA. Any questions concerning the rules of this program should be referred to DTNA through your local Freightliner or Western Star dealer. DTNA and Meritor reserve the right to audit, amend, cancel, or revoke the program. DTNA is the final authority with respect to interpretation of the program rules and any controversy not specifically covered in the rules, including final review or order eligibility. DTNA reserves the right in its sole discretion to disqualify any participant for reasons including but not limited to tampering or attempting to tamper with the results of the contest, including placing orders which it knowingly intends to return. Any such disqualification may be for this contest, and any future contests, at DTNA's sole discretion.



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GOOD LUCK AND GOOD SELLING!