



Sales Bulletin

To: Sutphen Sales Representatives
From: Nick Faulkner
Date: 3/5/2021
RE: Demonstration Program Revisions

We have made several updates to the Sutphen demo program. The goal of these updates is focused on improving communication and equity among dealerships regarding truck transfers. The complete demonstration program guidelines can be referenced on the dealer portal

Transfer

After requests are submitted and schedules are planned for demo units, transfers begin with the first dealership picking up the truck from Sutphen after a final inspection. Sutphen will communicate with all dealerships who have dates reserved with available trucks.

The dealership picking up the truck in the case of every transfer is 100% responsible for the planning, pick up and transportation based on the published schedule. This will apply to all demo trucks unless a Sutphen driver is provided.

Note: The Transfer form has been revised slightly. Transfer forms are required within 72 hours of each transfer and can be submitted on the dealer portal.

Expenses

We have (3) categories of expenses for the demo program. These are explained in more detail in the program guidelines on the dealer portal. ***The primary change we are implementing as a pilot program applies to transfers only.** Below are summarized guidelines for demo expense reimbursement.

Note: Expenses can be submitted via the dealer portal.

1. Maintenance (all travel & transfers anywhere)

- Routine maintenance (100% reimbursed by Sutphen, receipts required)
- Periodic maintenance (100% reimbursed by Sutphen, receipts required - **when pre-approved**)
- Minor repairs - \$250 or under (100% reimbursed by Sutphen, receipts required)
- Major repairs - over \$250 (100% reimbursed by Sutphen, receipts required - **when pre-approved**)

2. *Transfer (one way trip between territories)

- Fuel, tolls, permits, border crossing documents (100% reimbursed by Sutphen, receipts required)
- One way flight or rental car to pick up truck (50% reimbursed by Sutphen, receipts required)
- Hotel if necessary during transfer (50% reimbursed by Sutphen, receipts required)
- One way transfer in demo truck between dealerships or teams (reimbursed at \$0.50/mile by Sutphen, trip start and finish addresses required to be documented on transfer form)



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- *The \$0.50/mile reimbursement shall be allocated to driver labor and travel expenses not mentioned above*
- *One (1) truck wash per transfer (100% reimbursed by Sutphen, receipts required)*

3. Travel (inside territory – except transfer)

- *Fuel, tolls, permits, border crossing documents (100% reimbursed by Sutphen, receipts required)*
- *Driver labor, meals, hotels, rental car etc. (dealership responsibility unless otherwise agreed upon by Sutphen)*
- *Sutphen may provide a driver in some instances (i.e. SPH 100 demo truck)*

Demonstration Time

This will vary depending on the type of truck and various other factors. Trucks will typically demonstrate between 60-180 days. Please reference the Current Demo List for the *released from demonstration* date or check with your DPM or STM. When a truck is released from demonstration this does not include time for necessary maintenance, changes or delivery.

Demonstration Follow Up

Please submit a follow up form for each customer demonstration when possible. This can be done directly on the dealer portal and will provide valuable information to your STM regarding potential customers, territory needs and competition.

Ladder Belts

Sutphen will no longer be providing ladder belts with aerial demo trucks beginning 9/1/21. Moving forward we ask each dealership team and/or customer to supply ladder belts as necessary for demonstrations.

Proposals

All proposals for demo trucks shall be submitted to the DPM or STM prior to being sent to the potential customer. Estimated delivery time and price for any changes or additions shall be reviewed at this time.