



2018 MOTORCYCLE-SCOOTER-ATV CO-OP ADVERTISING GUIDELINES

We designed this Co-op Advertising program to encourage your advertising and promotion of Suzuki motorcycles, ATVs and scooters in a way that increases retail sales and positively promotes the brand and all Suzuki products. With cooperative funding, we hope you will advertise with more frequency and creativity, while communicating appropriately and effectively.

The co-op program is administered by Advertising Checking Bureau (ACB) in Tempe, Arizona. All claims submitted are subject to auditing by ACB for proper documentation, brand mention and approved advertising activities. In this regard, ACB is a partner of SMAI and works with us to further our promotional goals and helps you advertise with accuracy and efficiency.

Suzuki advertising co-op is available only for authorized dealers. Only paid advertising will be reimbursed.

CO-OP YEAR

The 2018 co-op program begins October 1, 2017 and will end September 30, 2018. There is a 60-day grace period for submitting final claims. **All claims for advertising done before October 1, 2017 must be received with all required documentation by November 30, 2018.** After that date, claims will be rejected and the remaining fund balance will be written off. This money will not be transferred to the next co-op year.

FUND GENERATION

Dealers will earn 1.5% of dealer net monthly for 2018 models invoiced to their dealership.

For units invoiced from now until September 2018, all generated funds (regardless of model year) will be applied to the current 2018 co-op year. This co-op schedule applies to all new Suzuki motorcycles, scooters, and ATVs, regardless of model year. Units must be invoiced to a dealer by Suzuki in order to be eligible, so dealer-to-dealer sales are not eligible.



REIMBURSEMENT

Suzuki will reimburse 60% of your paid, approved advertising up to the amount of co-op funds available. Reimbursement is applied to your open Parts Account in the form of a credit.

Genuine Suzuki Accessories and Parts Bonus:

Genuine Suzuki Accessory or Genuine Suzuki Parts offer placed on your approved Suzuki product advertisement co-op will be reimbursed at 70%.

Ad content requirements:

- Ad must meet all Suzuki co-op guidelines
- Genuine Suzuki Accessory or Parts offers must be on advertisements
- Accessory or Parts appropriate logos (Adplanner.suzukicycles.com)

You may continue to submit claim forms for advertising reimbursement although your co-op fund balance is overdrawn; the excess amount will be carried forward until additional funds are generated. If funds are no longer being generated, you will not be charged or reimbursed for claims.

CONTACT AND SUBMITTING CLAIM INFORMATION

1. All claims must be completed on a Suzuki Motorcycle, Scooter and ATV Co-op Advertising claim form. Incomplete claim forms could result in delay of reimbursement. Co-op claim forms and Co-op Giveaway forms can be obtained by logging onto <http://adplanner.suzukicycles.com/> and clicking Co-op Advertising.
2. Send completed claim and required documentation to:

Suzuki Motorcycle-Scooter-ATV Advertising Dept.
c/o ACB (Advertising Checking Bureau)
1919 W. Fairmont Dr. #7 Tempe AZ 85282



PO Box 52118 Phoenix AZ 85072-2118

Phone: (602) 438-2320 Fax: (602) 438-4837

Please email to: suzuki@acbcoop.com

3. To be considered for co-op reimbursement and ensure prompt processing, all co-op claims must be submitted within 60 days of the date of advertising. **Advertising done before October 1st 2018 must be received by ACB with all required documentation by November 30th.**

AD PRE-APPROVAL

To ensure your advertising qualifies for co-op reimbursement, you may request pre-approval by email, fax, or mail.

Attn: Suzuki M/C & ATV Co-op Pre-Approval c/o ACB

Email: suzuki@acbcoop.com or Fax: (602) 438-4837

Ads will be returned via email or fax with approvals or comments within two business days, so be sure to include your name, fax number and Suzuki dealer number with your ad.

*To receive pre-approval on Television/Cable ads, both the script and DVD must be submitted for review or emailed to: suzuki@acbcoop.com. If only one form of documentation is submitted, the pre-approval will only be valid for that portion of the advertising.

KEEPING TRACK

You can view your account online at <http://tempe.acbcoop.com/paranet60> 24 hours a day, 7 days a week. Please use your dealer number as UserId and your password provided by ACB. If you have forgotten your password, please contact ACB or click on the icon "Need a Password"? This site allows you to view your current fund balance as well as all claims submitted by your dealership.

The amount of credit issued for approved advertising will never exceed the current fund balance. When the total amount of approved claims exceeds the current fund balance, the remaining amount not credited will then be issued automatically when additional co-op funds are generated.



AGENCIES AND GROUP ADVERTISING

Dealers should submit their own claims to ACB, even if the advertising is placed through an agency. Agency invoices or insertion orders are not adequate co-op documentation.

AD CONTENT AND REQUIREMENTS

1. Only new and unsold Suzuki motorcycles, scooters, and/or QuadRunner ATVs, including carryover inventory, may be featured. Suzuki does not reimburse for advertising which includes or mentions competitive brands (including logos, watercraft, snow mobiles and apparel), other products or used vehicles.
2. Suzuki parts, accessories and service may be included in advertising which otherwise meets content requirements.
3. All advertising must correctly use the Suzuki logo supplied in your Ad Planner found on <http://adplanner.suzukicycles.com>. The Suzuki logo must be larger than or equal to the dealer name and/or dealer logo.
4. All QuadRunner ATV or Motorcycle advertising that lists features, displays ATVs or Motorcycles in operation, or describes QuadRunner ATVs or Motorcycles with action words must include the proper safety messages, or reimbursement will be denied.
5. Ads must include a visual representation of a new Suzuki Motorcycle/Scooter/ATV in the form of line art or photography.
6. Ads should mention the brand name before the model. For example, Suzuki GSX-R600.
7. Advertised price must be the MSRP for current model year products. Using any other price may disqualify your ad for reimbursement. Monthly payments also are acceptable. You may not advertise the MSRP with a save or rebate offer next to it. You may, however, advertise a save or rebate offer separately, as long as the MSRP is not included. You also may use phrases such as "Call dealer for lowest price!" or "Discounts available." These may actually work better because they will lead customers to contact your dealership. MSRP is not required for non-current product.
8. Ads which include claims that the dealer is "largest," has the "highest volume", is "#1," etc., will be subject to verification.
9. Only English-language advertising is eligible for co-op reimbursement.
10. Production costs (including talent fees and agency commissions) are not eligible for co-op, unless otherwise noted or approved by Suzuki.



RESPONSIBLE ADVERTISING AND ETHICAL STANDARDS

To build and maintain public confidence and respect in our Dealers, Suzuki, and Suzuki products, Dealers are expected to maintain high standards of ethics in advertising and promoting Suzuki products. Suzuki reserves the right to refuse co-op reimbursement for any ad which, in Suzuki's sole discretion, depicts a Suzuki product in a manner which affects Suzuki's trademarks, business or goodwill in a negative and detrimental manner. In addition, upon notice from Suzuki, Dealer shall discontinue any advertising or promotions that Suzuki may find in its sole judgment to be injurious to Suzuki's trademarks, business or goodwill.

APPROVED MEDIA

1. Daily or weekly newspapers (including classified ads)
2. Magazines
3. Radio
4. Television
5. Direct mail
6. Program Ads (sporting events, races, shows, etc.)
7. Billboards/mobile billboards/window painting
8. Shows and exhibits
9. Race Sponsorships
10. Internet/Banner Ads/ Facebook
11. Cinema/On-screen theater advertising
12. Google

AD CONTENT AND CLAIM SUBMISSION DOCUMENTATION REQUIREMENTS

Please see the minimum documentation and ad requirements listed below. Suzuki reserves the right to request additional reasonable documentation when needed to approve individual claims. Only media invoices that have been paid and are substantiated by the required documentation will be processed. Prepaid contracts, including advertising, which has not run and/or has not been substantiated, as required, will not be reimbursed.



NEWSPAPER AND MAGAZINES

Ad Content Requirements:

- The current Suzuki logo must be shown and must be equal to or larger than dealer logo on any size ad space
- Appropriate safety message
- The ad must contain an identifiable photograph or line drawing of a Suzuki motorcycle, scooter or ATV. *Exception: Rate holder ads less than 1" x 1" or 1/12 page (such as classified ads) do not require product illustration but do require the use of the current Suzuki logo.*

Claim Submission Documentation Requirements:

- E-tear sheets or good full-page copies of the ads showing the name and date of the publication
- Copy of invoice with ad size, rate and cost of ad

TELEVISION

Ad Content Requirements:

- The current Suzuki logo must be shown and must be equal to or larger than dealer logo on any size ad space
- Appropriate safety message
- The ad must contain an identifiable photograph or line drawing of a Suzuki motorcycle, scooter or ATV
- Along with the dealership name, at least two (2) Suzuki audio mentions in a 30-second script and three (3) in a 60-second script

Claim Submission Documentation Requirements:

- Invoice must detail run dates and times, per spot charges, fees, commissions, and must match ANA on script page
- If a Suzuki-supplied television commercial is used, however, a notarized affidavit from the television station stating the spot number and title must be included, as well as an invoice clearly showing commercial air dates and times
- A combined script with affidavit of performance on the same page (such as the ANA/RAB certification). **See sample ANA under Radio**



RADIO

Ad Content Requirements:

- Along with the dealership name, at least two (2) Suzuki audio mentions in a 30-second script and three (3) in a 60-second script
- Appropriate safety message

Claim Submission Documentation Requirements:

- Invoice must detail run dates and times, per spot charges, fees, commissions, and must match ANA on script page
- If a Suzuki-supplied radio spot is used, on the notarized affidavit from the radio station, the spot number and title must be included, as well as an invoice clearly showing the air dates and times
- A combined script with affidavit of performance (such as the ANA/RAB form). The following information should be on the bottom of the script:

SAMPLE BROADCAST ANA

The announcement was broadcast _____ times as entered in the station's program log. The times this announcement was broadcast were billed to this client on our invoice(s) numbered/dated _____ at his earned rate of: \$_____ each for _____ announcements broadcast between _____ and _____ for a total of \$_____. Sworn to and subscribed to me and in my presence on this _____ day of _____, 20_____.
 _____ Signature of station official
 (Notarized above) Typed Name & Title, Station Call Letters

INTERNET/ BANNER ADS/FACEBOOK

Ad Content Requirement:

- The current Suzuki logo must be shown and must be equal to or larger than dealer logo on any size and space including the banner and landing page
- Appropriate safety message must appear on the banner ad or on the landing page directly linked from the banner ad



- The banner must contain an identifiable photograph or line drawing of a Suzuki motorcycle, scooter or ATV
- Pre-approval (unless produced by Suzuki)

Claim Submission Documentation Requirements:

- A print out of a screen shot showing the banner running on the site
- A print out of a screen shot showing the land page including the appropriate safety message and Suzuki logo
- A copy of the invoice for the media buy
- A copy of performance metrics showing the number of impressions delivered for the Suzuki banner ad

DIRECT MAIL

Ad Content Requirements:

- The current Suzuki logo must be shown and must be equal to or larger than dealer logo on any size ad space
- The ad must contain an identifiable photograph or line drawing of a Suzuki motorcycle, scooter or ATV
- Appropriate safety message

Claim Submission Documentation Requirements:

- Printing costs for direct mail flyers may be submitted. Production costs (such as layout, paste-up, artwork and typography) are not eligible.
- Original direct mail flyer, front and back
- Copy of mailing service certification invoice showing quantity, date and type of mail must be provided by an outside mailing service or under a third-class bulk mail permit only) **NOTE: Copies of original stamped Post Office receipt may be required.**
- Copy of list use fee
- Copy of envelope used to mail direct mail piece

SHOWS / EXHIBITS/ BOOTHS/DISPLAY & OPEN HOUSE

Suzuki will reimburse space cost only.

Ad Content Requirements:

- The display must be exclusively Suzuki
- New Suzuki vehicles only



- Suzuki banners and signage must be included

Claim Submission Documentation Requirements:

- Copy of invoice for display space indicating size of the area utilized by Suzuki
- Copy of space contract
- Photos from each corner of the entire exhibit (minimum of 4 pictures required). All product and banners and signage displayed must be visible in the photos. Claims without proper photo identification will be rejected.
- A hand drawn overhead view diagram of your booth space showing all product displayed
- Open House – Suzuki promotional/POP materials must be displayed

BILLBOARDS / WINDOW PAINTING / MOBILE BILLBOARDS

Monthly rental costs are eligible. Production/construction costs are ineligible. Permanent outdoor structures, including awnings and on-site dealership ID signs are not eligible.

Ad Content Requirements:

- The current Suzuki logo must be shown and must be equal to or larger than dealer logo on any size ad space
- The ad must contain an identifiable photograph or line drawing of a Suzuki motorcycle, scooter or ATV
- Appropriate safety message
- Window Painting – must be retail-oriented and requires prior approval from your District Sales Manager
- Mobile Billboards (i.e., bus wraps) – will be considered on a case-by-case basis and requires prior District Sales Manager approval

Claim Submission Documentation Requirements:

- Copy of the invoice
- Copy of signed contract
- Photo of each location of billboard/window in place. Claims without proper photo identification will be rejected.

RACE SPONSORSHIPS

All race sponsorships must be pre-approved by your District Sales Manager or Regional Manager by completing the Motorcycle-Scooter-ATV Giveaway/Race



Sponsorship Approval Form available on the Ad Planner and will be considered on a case-by-case basis.

Ad Content Requirements:

- The event must be exclusively Suzuki
- Suzuki banners and signage must be included

Claim Submission Documentation Requirements:

- Copy of the Motorcycle-Scooter-ATV Giveaway/Race Sponsorship Approval Form signed by your District Sales Manager or Regional Mgr.
- Photos from event (minimum of 4 pictures required). Banners and signage displayed must be visible in the photos.
- Copy of audience demographic numbers and numbers reached
- Copy of realistic media value, in writing from promoter
- If paid in full, please submit a copy of your cancelled check

GIVEAWAY

Motorcycle-Scooter-ATV giveaways will be given special consideration when conducted as an in-store contest during a Grand Opening or Open House. Giveaway winners must be 18 years or older. You must get prior approval for the promotion by completing the Motorcycle-Scooter-ATV Giveaway Approval Form found on the Ad Planner and having it signed by your District Sales Manager and your Regional Sales Manager before the actual giveaway.

Only one giveaway contest per year, per dealer will be considered. Approved giveaway units are eligible for 50/50 co-op of the dealer's net on the unit. In order to receive co-op reimbursement, you must advertise the event in print, TV or radio media.

Items such as hats, stickers, t-shirts, key chains, coffee mugs, food, helium tanks, rental equipment and talent fees are ineligible for co-op.

Ad Content Requirements:

- The current Suzuki logo must be shown and must be equal to or larger than dealer logo on any size ad space on pre-event and at-event print material such as newspaper ads, posters, direct mail piece and signage
- For radio and TV, along with the dealership name, at least two (2) Suzuki audio mentions in a 30-second script and three (3) in a 60-second script
- Appropriate safety message
- The ad must contain an identifiable photograph or line drawing of a Suzuki motorcycle, scooter or ATV



Claim Submission Documentation Requirements:

- Signed Motorcycle-Scooter-ATV Giveaway Approval Form
- Copy of the signed MSO (front and back) with identifiable VIN#
- Copy of manufacturer's net invoice
- Photographs of the event
- Proof of advertising (i.e., copies of print ad, TV or radio script)

CINEMA / ON SCREEN THEATER

Ad Content Requirements:

- The current Suzuki logo must be shown and must be equal to or larger than dealer logo on any size ad space
- The ad must contain an identifiable photograph or line drawing of a Suzuki motorcycle, scooter or ATV
- Appropriate safety message

Claim Submission Documentation Requirements:

- Copy of invoice
- Copy of signed contract
- Original slide of each ad used. Claims without proper photo identification will be rejected.

Dealer is responsible to submit their co-op claim to ACB for processing.

Co-op reimbursement is 60%. A co-op credit will be issued to your parts account if all requirements are met.

GOOGLE Search Engine Marketing (SEM)

Claim Submission Documentation Requirements:

- A print out of the Ad Word & Keywords report
- A copy of the invoice for the media buy
- A copy of performance metrics showing the metrics and cost
- No managing fee reimbursement