

ROCKWELL DISTRIBUTORS, INC.

SPECIAL MOTO-SKI PROMOTION

"3 DAYS IN SEPTEMBER"

We have set aside September 24th, 25th and 26th as MOTO-SKI days. The whole promotion is geared to bring prospective buyers into your place of business where you can tell them the MOTO-SKI story and prove MOTO-SKI is "TOUGHER 7 WAYS" - and "BETTER TOO".

We are going all out to make this a bang-up promotion, but success will depend upon the full participation of each and every dealer. We have a complete program ready and with the cooperation and effort of the MOTO-SKI dealer organization in Northern New England "3 DAYS IN SEPTEMBER" can and will put cash in your pocket.

HERE IS WHAT WE WILL DO FOR YOU:

Place newspaper advertising in all major newspapers in Northern New England, with dealer listings.

Place radio spots on all leading radio stations in Northern New England, with dealer tags.

Our television program will be in full swing and the week prior to the open house will be used to direct prospective customers to their local MOTO-SKI dealer's showroom.

Make available a number of accessory items at special prices to be used by the dealer as prizes to be drawn by each dealer on Sunday, September 26th.

Our sales representatives will help each dealer set up the new promotional kit to take full advantage of all the new material.

Rockwell Distributors will award the following prizes to be drawn from the registration slip sent in by each dealer.

3 MOTO-SKI CADETS (1 in each State)

3 MOTO-SKEETERS (1 in each State)

12 MINI-CRUISES ON THE "PRINCE OF FUNDY" (4 in each State)

15 SNOWMOBILE SUITS (5 in each State)

HERE IS WHAT WE ASK OF EACH DEALER:

Set up a neat display of all the 1972 models. All units to be waxed and polished.

Have a display of all accessories.

Make certain your place of business is well identified, with a display of new units outside.

Select from the attached list of accessories, or from your own inventory, a number of items to be drawn and given away to your local customers.

During the "3 DAYS IN SEPTEMBER" promotion remain open Friday and Saturday evenings.

Place additional advertising on your local radio station and local newspapers where ever possible.

Here is the package to make "3 DAYS IN SEPTEMBER" the biggest promotion ever undertaken by any snowmobile distributor and dealer organization. Get behind it all the way. We have set this promotion up to sell MOTO-SKIS for you. Let us help you - we are ready.

"3 D A Y S I N S E P T E M B E R"

September 24th, 25th and 26th

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ROCKWELL DISTRIBUTORS, INC.
U. S. ROUTE 1
YARMOUTH, MAINE 04096

3 DAYS IN SEPTEMBER

For the special "3 DAYS IN SEPTEMBER" promotion we suggest some of the following items be used for prizes at the dealer level. These should be drawn from the registration blanks before they are forwarded to Rockwell Distributors, for the Grand Prize drawings

QUANTITY	DESCRIPTION	SPECIAL DEALER PRICE
_____	CARRYALL BAGS	\$6.00 each
_____	MOTO-SKI TOUQUES	\$1.50 each
_____	GRAND PRIX GOGGLES	\$2.50 each
_____	PLAYING CARDS	\$1.50 per dbl. deck
_____	SAFETY MIRRORS	\$1.00 each
_____	DAYCO OIL	\$5.00 per case
_____	WINDBREAKERS	\$3.75 each
_____	PLUG PALS	\$1.00 each
_____	AIRGUIDE TACHOMETER	\$10.00 each

The above prices will be in effect only through September 15th. Some items are in limited supply and orders will be filled on a first come, first served basis.

DEALER NAME _____
ADDRESS _____
