

Old Town



LOOK FOR THIS MARK OF QUALITY

RE: THE OLD TOWN CANOE 1981/82 DATING PROGRAM

This year we feel that the Old Town Canoe Company has developed the best dating program in its history...one which gives extraordinary savings for both you and your customers.

Here are the details:

1. Effective dates August 15 to December 15.
2. To qualify a dealer must order at least 10 units or \$5,000 and have a current balance. Accessories are not eligible.
3. All Freight charges will be due on delivery.
4. The earlier you order, the more time you have to pay:

Order Date

Payment due date

August 15-31

June 1, 1982

September 1-30

May 1, 1982

October 1-31

April 15, 1982

Nov 1-Dec. 15

April 1, 1982

5. All participating dealers will be guaranteed no price increases on Oltonar vinyl trimmed canoes before June 30, 1982.

6. All participating dealers will be eligible for February 1982 promotional plan. All others will not be eligible.

Wendell
Wendell Crowley
National Sales Manager



Old Town Canoe Company

BUILDERS OF CANOES, BOATS & EQUIPMENT
OLD TOWN, MAINE 04468, U.S.A. • TELEPHONE (207) 827-5513

- 7. All participating dealers will be eligible for the \$50 rebate certificate plan. The rebate plan which will run from January 1, 1982 through April 30, 1982 will award a \$50 consumer rebate certificate for each Oltonar vinyl canoe only (no rentals or seconds) ordered during the dating plan. This rebate must be used by your customers no later than April 30, 1982 for any Old Town canoe, kayak or boat in your inventory. Non-participating dealers will not be eligible for the rebate certificate program.
- 8. Delivery date is at the dealer's option. Freight billed on units delivered, not ordered, in case of split shipments.
- 9. However, if you let Old Town deliver at its option, we will offer the following discounts:

<u>For Orders Between</u>	<u>Discount %</u>
August 15 - Sept. 30	5%
October 1 - Oct. 31	4%
November 1-Dec. 15	3%

Note: Your dating will still be due per the formula in Paragraph 4.

- 10. For all dating orders (except cash orders) a 10% deposit is required with the order and an additional 10% on January 15, 1982.
- 11. Cash discount as follows:

<u>Order & Delivery at O.T. Option</u>	<u>Discount %</u>
August 15 - Sept. 30	15%
October 1 - Oct. 31	10%
November 1-Dec. 15	8%

- 12. Certain canoes, kayaks, boats, and color availabilities are restricted to fall buying. Check with the order blank for models and colors affected.

You have three different ways of participating with your 10 units or \$5,000 order. The handy chart on the following page quickly illustrates your options.

Send your order in today to get the best dating or the best cash discount. Please use the form enclosed.

Very truly yours,

Wendall

Wendall Tremblay
National Sales Manager

WT/sp
Enc.

OLD TOWN CANOE CO.

OLD TOWN, ME.

DATING PROGRAM

DUE DATES & DISCOUNTS

ORDER DATE	PLAN 1	PLAN 2	PLAN 3
Aug. 15-30	June 1, 1982	June 1 - 5%	15%
Sept. 1-30	May 1, 1982	May 1 - 5%	15%
Oct. 1-31	Apr. 15, 1982	Apr. 15 - 4%	10%
Nov. 1-Dec. 15	Apr. 1, 1982	Apr. 1 - 3%	8%
	No Discount Delivery at dealer option	Discount on delivery at Old Town option	Discount on cash with delivery at Old Town option or payment with order and delivery at dealer option