

MotorGuide 2017 Consumer Promotional Programs

X3 Promotion: Up to \$50 Cash Rebate

Purchase one qualifying MotorGuide X3 Hand Operated Motor, receive a \$25 cash rebate. Purchase one qualifying MotorGuide X3 Foot Operated Motor, receive a \$50 rebate.

- Hangtags will be made available to all participating retailers and dealers explaining the giveaway.
 - Hangtags will direct consumers to www.motorguiderebate.com for online redemption.
- The promotion will run from **February 1, 2017 to July 1, 2017**.
- Consumers must complete online redemption at www.motorguiderebate.com by July 15, 2017.
- A rebate check will be mailed to consumers. Allow 6 to 8 weeks for delivery.

Marketing & Sales Support:

MotorGuide will use a mix of online and offline marketing tactics to promote the rebate program, including but not limited to, the following: MotorGuide website, internet banner ads, promotion name and logo art that retailers and dealers can add to their existing marketing materials.

Eligible Products

Part #	Description	Rebate
940200190	X3-55FW 50" 12V DGTL HAND	\$25
940200200	X3-45FW 50" 12V HAND	\$25
940200210	X3-55FW 50" 12V HAND	\$25
940200230	X3-55FW 50" 12V DGTL PONT	\$25
941300010	X3-55SW 50" 12V DGTL HAND	\$25
941300020	X3-70SW 50" 12V DGTL HAND	\$50
940200040	X3-40FW FB 42" 12V	\$50
940200050	X3-45FW FB 36" 12V	\$50
940200060	X3-45FW FB 45" 12V	\$50
940200070	X3-45FW FB 50" 12V	\$50
940200080	X3-55FW FB 36" 12V	\$50
940200090	X3-55FW FB 45" 12V	\$50
940200100	X3-55FW FB 50" 12V	\$50
940200110	X3-70FW FB 45" 24V	\$50
940200120	X3-70FW FB 50" 24V	\$50
94020012R	X3-70FW FB 50" 12V REMAN	\$50
940200170	X3-55FW 45" 12V DIGITAL	\$50
940200180	X3-70FW 45" 24V DIGITAL	\$50
940200220	X3-55FW 36" 12V DIGITAL	\$50
940200240	X3-65FW FB 45" 24V	\$50
940200250	X3-70FW 50" 24V HAND	\$50
940200260	X3-70FW 50" 24V DGTL HAND	\$50
940200270	X3-70FW 50" 24V DGTL HAND PMT	\$50

Program Rules:

The MotorGuide rebate offer is valid with the purchase of eligible MotorGuide products. Offer applies to purchases between February 1, 2017 and July 1, 2017 from participating dealers and retailers. Rebate redemption materials must be submitted electronically on www.motorguiderebate.com by July 15, 2017. Offer valid only in the continental US - void

where taxed, prohibited or restricted by law. Only one redemption allowed per product / per family, household or address. Offer is not transferable. Offer is not valid with any other offer from MotorGuide or affiliated companies. Offer not valid where prohibited or taxed. Offer is subject to change or elimination without notice. The offer is only available to end consumer - no claims from retailers, dealers or distributors are eligible. No responsibility will be assumed by MotorGuide for lost or incomplete requests. To be eligible, consumers will electronically submit a valid MotorGuide trolling motor serial number, the date of purchase, and the location of purchase, at www.motorguide.com.