



# DEALER QUALIFICATION REQUIREMENTS

Retail outlets must meet the following criteria set out below for either **Retail Store** or **Web Only Retail Store**.

**1. Retail Store** - Store with a physical location open to the public that sells new and/or used vehicles, parts, accessories, parts and service, or just service. Must meet the following criteria to be an authorized reseller for Automatic Distributors::

- a. Brick and Mortar Retail or commercial location that is open to the public, with signage displaying business name and hours of operations. (Residential locations do not qualify).**
- b. Location must have a showroom with a stock of Powersports products and sales staff or repair stations staffed by professional mechanics.**
- c. Open during regular business hours or longer for more than 6 months out of the year and a minimum of 32 hours per week.**
- d. Business must have a dedicated business phone with staff that answers it during normal hours of operations.**
- e. Staff in-store to help consumers during normal hours of operation.**
- f. Store staff are knowledgeable about the products they offer and capable of giving technical advice about those products to prospective consumers.**
- g. 50% or more of the store's business must be in Powersports (motorcycle, ATV, snowmobile, watercraft).**
- h. If the store operates a website or web store on portals such as Ebay or Amazon, the website and web stores are subject to and must meet the criteria set out below in items 2 thru 2g.**

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**2. Web Only Retail Store** - Web-only store (no physical location that is open to the public). Must meet following criteria to be authorized to be a reseller for Automatic Distributors:

- a.** Store is based out of retail or commercial location (**not a residence**).
- b.** Store must have a dedicated telephone with staff that answers during normal hours of operation. (minimum of 32 hours per week).
- c.** Store must have staff that are reasonably knowledgeable about the products they offer and capable of giving technical advice about those products to consumers that make telephone or email inquiries either before or after purchasing a product.
- d.** Store's web home page must include contact information including business telephone number, address, and active email address where it can easily be found by viewers (okay to use the "contact" button that calls up the web page with this information). This contact information must be included in any online postings or website where a product is offered for sale including third-party sites such as Amazon, eBay, etc.
- e.** If web sales are conducted through a third-party portal (such as Amazon, eBay, Sears, etc.) and that portal prohibits stores from listing any one of the required categories of contact information (business telephone, business address, email contact, or address), then the store must have an active website under the same name that it uses on the 3rd party portal and that includes all the required contact information where it is readily visible and accessible to consumers.
- f.** 50% or more of the products listed on the company's website and any web portals must be Powersports related (motorcycle, ATV, snowmobile, watercraft).
- g.** The store's website and any stores operated by the store on 3rd party portals must present a positive look and feel that does not detract from the image of any brand supported by Automatic Distributors.

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**3. Account** - All dealer accounts must maintain the following criteria to be an authorized reseller for Automatic Distributors:

- a.** Dealers must purchase on a yearly basis a minimum of \$5000.00 per our fiscal year, which runs from April 1 thru March 31.
- b.** Dealers with open credit accounts must keep their account in good standing and not pay outside of their normal credit terms.
  - 1.)** Dealer's whose accounts are delinquent, forfeit any discounts, contracts, or rebates earned.
  - 2.)** Dealers also risk losing the ability to purchase product from Automatic Distributors for resale.
- c.** Credit card customers must pay the invoice in full at the time of the order.
- d.** C.O.D. customers will pay the current C.O.D. fee assessed by UPS.