



IRONHORSE TRAILERS, INC.
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THINKING ABOUT AN IRONHORSE DEALERSHIP?

The demand for high quality motorcycle haulers is stronger than ever, and still expanding. That's probably why earlier this year I saw a t-shirt labeled "*Trailer Week, Daytona 2007*".

The rapid expansion of the bike hauler market is driven by aging baby boomers and overworked professionals and business owners. Baby boomers buy trailers because "it's just not fun to ride as far as we used to" and the younger, busier folks buy trailers so they can take their bikes along on family vacations.

Recognizing the relative affluence of both groups and the need to provide healthy margins for our dealers, we deliberately positioned our trailers at the upper end of the single axle bike hauler market. Streamlined and strong, yet quite light, IH bike haulers are ideal for both groups. Older buyers love how easy our trailers are to handle and the younger ones love being able to tow them with the family's six cylinder SUV. Both groups are astonished and thrilled to discover how little extra gas they take.

Not only has Ironhorse set a new standard in bike haulers, our robust advertising and website promotion programs have proven themselves as well, generating lead after lead from all areas of the U.S. and Canada. When you become an IH dealer you're sure to get referrals from our website and from the many email and telephone inquiries we receive. We also offer a lucrative cooperative advertising and bike rally programs.

Ironhorse lives and breathes continuous improvement. Every IH bike hauler is backed by a two-year warranty and our under-promise over-deliver approach to warranty repairs. When the occasional trailer comes back for warranty work, we go way beyond fixing the reported problem and bring it up to today's standard, incorporating any improvements now routine on current production.

If this sounds like the kind of dealership you'd like to have, or if you have questions this package doesn't answer, let me know. We look forward to working with you.

Ed and Julie Heard and The Ironhorse Family

IRONHORSE CO-OP SUPPORT FOR DEALERS

Advertising in biker publications, motorcycle traders, and yellow pages attracts potential buyers. Ironhorse benefits from those ads, so we want to share the cost. At the end of each quarter, send IH a copy of the invoice and tear sheet for each ad. We'll send you a check for 50% percent of the cost of ads dedicated to IH trailers, up to 2% percent of the amount of your IH purchases that quarter. If your ad promotes other products, you'll still get a check, just not as much.

Rally Displays--An IH presence at big bike rallies is to everybody's advantage, but trailers take up a lot of expensive space, and travel expenses run the total up to astonishing numbers. A small presence at Daytona in 2007, for example, added roughly \$50 to the cost of each trailer produced, and that's just one rally!

Space and travel are less costly at smaller rallies, but IH would need to exhibit at 40-50 a year to make a difference. As volume grows, we'll put a rally team on the road, but that day is a long way off. So where does that leave us? We all need to work together. If you think a presence at a rally will increase your sales, send us a proposal. If it makes sense, we'll underwrite 50% percent of the cost for space that prominently features our trailers by sending you a check for up to 5% percent of the amount you paid for trailers that quarter.

What about large rallies like Sturgis, Daytona, and Myrtle Beach? It's not cheap! In fact, it's so expensive you may want to share space with other IH dealers. If you're interested, call us and we'll put you in touch with other similarly inclined dealers. However, it's up to you to work out who brings what, how you'll share "floor time", and who gets what percentage of the IH reimbursement.

IRONHORSE TRAILERS DEALERSHIP GENERAL INFO

Protected Territory: The geographic size of the territory a dealer is granted depends on the population density and demographics in the target market area, dealer display facilities, advertising and promotion plans, and the inventory investment the dealer is willing to make and maintain.

Dealer Agreements are NOT *land grants* —they are more like hunting licenses. If you are a dealer from, hypothetically, West Virginia, and you're traveling with your trailer and you sell a trailer in...Colorado—GREAT! And, if you are that same dealer in West Virginia and decide to display at Daytona and you sell trailers—that's great too!

Discounts from MSRP: High-market-potential dealers who keep their available shelf space stocked with IH inventory are eligible for IH's maximum discount of 20%.

Minimum Inventory Investment Requirement: Dealer prospects unprepared to invest in more than one trailer are automatically disqualified from consideration and referred to IH's retail sales division.

Distribution: Although nothing prohibits a successful IH dealer from applying for additional dealerships, those who propose to buy from IH and distribute through sub dealers need not apply.

Product	A consistently reliable supply of high quality fiberglass motorcycle trailers equipped to meet and exceed the varying wants and needs of the biker community, along with an extensive line of "towing and stowing" accessories.
Promotional Support	A co-op ad and rally program (see details on previous page), high quality handout material copy and photos, national advertising, public appearances, "show trailer" loans and off-list sales to high-visibility users, and a highly professional lead-generating web site featuring links to individual dealer web sites.
Territorial Exclusivity	No other dealerships are awarded in a protected territory as long as a dealer remains in compliance with the terms of their agreement with Ironhorse.
Help Desk	Sales support, answers to technical questions, and specific delivery information are all just a phone call away.
Sales Leads	Leads from a protected territory generated by IH advertising, promotion or the IH website are immediately passed on to the dealer in that territory.
Factory Direct Sales	When a customer from a protected territory insists on dealing only with the factory, IH makes the sale at MSRP and sends the dealer \$250 provided the dealer is in compliance with the terms of their dealer agreement with Ironhorse.
Order Lead Time	Lead time (excluding transport) varies by season for standard models. Call for current lead times. Add 1 to 2 weeks for custom painted trailers and special orders.
Payment Terms	Initial dealer orders require a 50% deposit. Subsequent orders require \$1,000 per trailer (\$2,000 for painted trailers.) BALANCE DUE PRIOR TO TRAILER SHIPMENT.
Freight	Dealers can pick up trailers at the factory, arrange commercial carrier pickup or we will arrange transport and bill you at our cost.
Initial Order & Inventory Level	IH works with new dealers to determine and agree on initial order quantity and mix, as well as sustainable on-going sales targets and inventory levels (on hand + on order).
Display and Availability	Clean, shiny trailers are best displayed at a high visibility location open to the public and available during normal business hours 5-7 days per week. Sales people should be well informed on IH models, accessory packages, options, prices, and operation.
Warranty Services	Ironhorse encourages dealers to have in-house facilities or outside sources capable of performing limited warranty work. Dealers must contact IH for authorization prior to doing warranty work. Unauthorized warranty work will not be reimbursed.
Sales Processing and Paperwork	Dealers are responsible for: <ul style="list-style-type: none"> - Taking orders and communicating them to Ironhorse - Collecting custom order deposits; forwarding to IH as required - Maintaining customer information for each sale - Registering customer warranty and contact info at time of sale - Taking and transferring title; collecting and remitting sales tax
Trailer Acceptance and Delivery	Dealers are responsible for: <ul style="list-style-type: none"> - Paying IH for balance due on orders prior to shipment - Accepting and inspecting delivered trailers - Cleaning and prepping trailers prior to delivery or pick-up - Explaining trailer and accessory operation to customers - Reviewing warranty and warnings with customers
Promotion and Advertising	Successful IH dealers feature IH trailers on their web site, with a link to the IH site. They display trailers at bike rallies and shows, and advertise in biker publications. Let us know if you're displaying at a rally and we'll promote that on our website.
Sub-Dealers	No dealer is authorized to allow any other individual or business to display, promote or sell Ironhorse trailers without the express written consent of Ironhorse Trailers, Inc.
Annual Plan	By December 15 of each year, please submit the following to IH: <ul style="list-style-type: none"> - An end of year summary of IH sales, ads and promotions - A planned purchases schedule for the coming year - A promotion plan for the coming year
Ironhorse Rentals	Many dealers maintain an Ironhorse or two for rental. Be aware that when you sell rental units, they are not covered by a factory warranty.



Seven Reasons to Become an Ironhorse Dealer

Unusual opportunity to sell a high end, high margin product

- *The high end market cares more about looks and usability than they do price*
- *Fancy, fancier and fanciest best describe IH's high end product line*
- *High unit margins are very helpful to your bottom line*

Near monopoly position—no comparable product on the market, no other dealers nearby

- *IH bike haulers are to box-type trailers as cars are to tractors*
- *IH dealers in good standing have exclusive territories*
- *IH pays sales commission on factory direct sales in your territory*

A reliable supply of a high quality, solidly warranted, continuously improving product

- *IH owners and operators are former productivity & quality consultants*
- *IH is fully dedicated to continually improving its product and its processes*
- *If a unit returns for repair, IH brings it up to current standards in all areas*

Lots of word of mouth advertising from a stream of delighted customers

- *IH units are great conversation starters: what is it? where did you get it? etc.*
- *IH bike hauler owners love to show them off to anybody who expresses an interest*
- *Selling one IH bike hauler into a community is like throwing a rock into a pond*

Extensive marketing and cooperative promotional support

- *IH maintains a high hit rate web site and advertises regularly in biker publications*
- *IH gets and refers to its dealers a high volume of email and telephone inquiries*
- *IH reimburses up to half of dealer advertising and pre-approved bike rally booths*

You are our customer—your needs are our priority!

- *IH provides easily customizable sales and marketing copy to dealers at no charge*
- *IH monitors current events and provides selling tips via periodic dealer updates*
- *IH solicits input from its dealers and responds when needs become clear*

Hassle-free transactions with a personal touch

- *You talk toll-free to one owner about delivery, pricing, availability, etc.*
- *You talk toll-free to the other owner, and IH designer, about technical issues*