



DEALERSHIP APPLICATION

Please complete and return to Ironhorse Trailers
mail - 5638 Manchester Highway • Morrison TN 37357
by email - julieheard@comcast.net

Company Name: _____ *

Owner(s) Name: _____

Main Contact: _____ *

Product Offerings: _____

Address: _____ *

City: _____ *

State: _____ * Zip Code: _____ *

Telephone: _____ *

Fax: _____ *

Toll Free: _____ *

Mobile: _____

Email: _____ *

Website: _____ *

Services and Facilities:

Do you offer:	Yes	No
Hitch Installation		
12 Volt Electrical		
Axle Maintenance		
Trailer Accessories		
Accessory Installation		
Trailer Rentals		

Do you have:	Yes	No
Secure Display Space		
High Visibility Location		
Easy Interstate Access		
On-Site Personnel		
Regular Business Hours		
Days and Hours of Operation		

* information will be displayed on our website for customer use

If you want the Manufacturer's Certificate of Origin, Bill of Sale and invoice prepared in a name other than the Company Name shown, please provide us with the name and address you wish us to use.

Banking Reference:

Bank _____

Address _____

City _____

State _____ Zip Code _____

Contact _____

Telephone _____

Acct # _____

Credit Reference:

Company _____

Address _____

City _____

State _____ Zip Code _____

Contact _____

Telephone _____

Acct # _____

Do you offer financing? If so, financing company? _____

General:

What geographic market area do you serve? _____

Who is your target market for these trailers? _____

Does our product compliment your current product line? _____ How? _____

Are you or your employees active bikers? _____

How much inventory do you anticipate carrying? _____

Have you seen an Ironhorse? If so, where? _____ Reaction? _____

Dealership Application (continued)

Sales and Marketing:

Briefly describe how you plan to market this product _____

Do you plan to:

Advertise?	<input type="checkbox"/>	Where? _____	How often? _____
Attend Rallys?	<input type="checkbox"/>	Where? _____	
Attend Shows?	<input type="checkbox"/>	Where? _____	
Feature on Website?	<input type="checkbox"/>	Address: _____	
Display Actively?	<input type="checkbox"/>	Where? _____	High Traffic Area? _____
Use Personally?	<input type="checkbox"/>	How? _____	Miles/Year? _____
Use for Business?	<input type="checkbox"/>	How? _____	Contact Info on Side? _____

Do you have:

Ad Production Capability?	<input type="checkbox"/>	Inhouse? _____	Contract? _____
Color Printing Capability?	<input type="checkbox"/>	Inhouse? _____	
CD Read Capability?	<input type="checkbox"/>		
Company email?	<input type="checkbox"/>	Monitoring Frequency? _____	
Voicemail?	<input type="checkbox"/>	Monitoring Frequency? _____	
Computer Programs?	<input type="checkbox"/>	<input type="checkbox"/> Excel? <input type="checkbox"/> Power Point? <input type="checkbox"/> Word? <input type="checkbox"/> Adobe Suite? <input type="checkbox"/> Corel?	

Your Expectations: Briefly describe the support you want, need and expect from Ironhorse

Your Dealership:

Have you:

Reviewed the Ironhorse Trailers Dealer Package?	<input type="checkbox"/>	check if YES
Reviewed the Ironhorse Dealership Agreement?	<input type="checkbox"/>	<input type="checkbox"/>
Reviewed the Ironhorse Trailers Price List?	<input type="checkbox"/>	<input type="checkbox"/>
Reviewed the Dealer Coop Promotion Plan?	<input type="checkbox"/>	<input type="checkbox"/>

Dealership Launch Date:

Do you?

Agree with the Dealer Requirements?	<input type="checkbox"/>
Agree with the Dealership Agreement?	<input type="checkbox"/>
Have any questions? issues? exceptions?	<input type="checkbox"/>

Initial Order*:	Select Model			For an initial order of more than 4 trailers, please attach an additional sheet or fax us your purchase order	Select Accessory Package			Select Options	
	1 Bike Flip	2 Bike Flip	2 Bike Fixed		Galveston	Daytona	Sturgis	Custom Paint	Other
Trailer 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trailer 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trailer 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trailer 4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

* A deposit of 50% per trailer is required with initial dealer orders. Deposits can be paid by check payable to Ironhorse Trailers, Inc., MC/Visa/AmEx/Discover or Wire Transfer. For credit card or wire transfer, contact us at 888-793-6184.

Other Comments? _____
