



**Thank you for supporting the 2017 MotorGuide® Consumer Rebate Program!**

We thank you for your support of this year's consumer rebate program. This program gives your customers a small incentive for choosing MotorGuide for their next trolling motor purchase and for choosing your business as their place of purchase.

Reap the benefits of our rebate program with little to no effort on your end. Simply place the included hangtag materials with your demo displays, ready your sales staff with the information provided in the program overview, and guide your customers to our redemption website (<http://www.motorguide.com/rebate>) upon purchase! That's it!

**Rebates are available on qualifying purchases made between February 1, 2017 and July, 1 2017.**

Please find your point-of-purchase kit enclosed with the following contents:

- This cover letter
- Program overview packet
- R3 Hangtag for Retail Display
- R5 Hangtag for Retail Display
- X3 Hangtag for Retail Display
- X5 Hangtag for Retail Display
- Xi5 Hangtag for Retail Display

As always, MotorGuide trolling motors offer unsurpassed durability with a wide range of options. Pound-for-pound and dollar-for-dollar, there's not a better value in fishing than MotorGuide. Our entire line-up delivers legendary MotorGuide durability, superior response, silent and efficient operation, and ease of use.

Thank you again for your support. Tight lines in 2017!

Warmest Regards,

MotorGuide Marketing Team

## MotorGuide 2017 Consumer Promotional Programs

### **R3 Promotion: Up to \$25 Cash**

*Purchase one qualifying MotorGuide R3 30, 35, or 40 non-Digital Motor and receive a \$10 cash rebate. Purchase one qualifying R3 45, 55 or any R3 Digital Motor and receive a \$25 cash rebate.*

- Hangtags will be made available to all participating retailers and dealers explaining the giveaway.
  - Hangtags will direct consumers to [www.motorguiderebate.com](http://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](http://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
940100170	R3-30FW 30" 12V 03MT	\$10
94010023A	R3-30FW 30" 12V 03MT	\$10
940100080	R3-35 HT 30" 12V 03MT	\$10
940100160	R3-40FW 36" 12V 03MT	\$10
940100150	R3-45FW 36" 12V 09MT	\$25
94010024A	R3-45FW 36" 12V 09MT	\$25
940100140	R3-55FW 36" 12V 09MT	\$25
940100200	R3-40FW 36" 12V DGTL 09MT	\$25
940100180	R3-45FW 36" 12V DGTL 09MT	\$25
941000030	R3-45SW HT 18" 12V DGTL 0	\$25
941000010	R3-45SW HT 36" 12V DIGIT	\$25
940100190	R3-55FW 36" 12V DGTL 09MT	\$25
940100210	R3-55FW 42" 12V DGTL 09MT	\$25
941000020	R3-55SW HT 36" 12V DIGIT	\$25

### **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](http://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.motorguiderebate.com](http://www.motorguiderebate.com).

## **R5 Promotion: \$40 Cash Rebate**

*Purchase one qualifying MotorGuide Xi5, receive a \$40 cash rebate.*

- Hangtags will be made available to all participating retailers and dealers explaining the giveaway.
  - Hangtags will direct consumers to [www.motorguiderebate.com](http://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](http://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
940300030	R5-70FW HT 42" DIGITAL 24V	\$40
940300040	R5-80FW HT 42" DIGITAL 24V	\$40
940300050	R5-105FW HT 42" DIGITAL 24V	\$40
941100010	R5-80SW HT 42" DIGITAL 24V	\$40
941100020	R5-105SW HT 50" DIGITAL 36V	\$40

### **Program Rules:**

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## **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](http://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](http://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.

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**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

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**X5 Promotion: \$75 Cash Rebate**

*Purchase one qualifying MotorGuide X5, receive a \$75 cash rebate.*

- Hangtags will be made available to all participating retailers and dealers explaining the giveaway.

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- Hangtags will direct consumers to [www.motorguiderebate.com](http://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](http://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
940500010	X5-55FW 45" 12V	\$75
940500020	X5-80FW 45" 24V	\$75
940500030	X5-80FW 50" 24V	\$75
940500040	X5-80FW 60" 24V	\$75
940500050	X5-105FW 45" 36V	\$75
940500060	X5-105FW 50" 36V	\$75
940500070	X5-105FW 60" 36V	\$75
940500080	X5-55FW 45" 12V SNR	\$75
940500090	X5-80FW 45" 24V SNR	\$75
940500100	X5-80FW 50" 24V SNR	\$75
940500110	X5-80FW 60" 24V SNR	\$75
940500120	X5-105FW 45" 36V SNR	\$75
940500130	X5-105FW 50" 36V SNR	\$75
940500140	X5-105FW 60" 36V SNR	\$75
940500160	X5-80FW FB 36" 24V	\$75
940500170	X5-70FW FB 45" 24V	\$75
940500180	X5-70FW FB 45" 24V SNR	\$75
940500220	X5-80FW 50" 24V DGTL HAND	\$75
941400040	X5-80SW 50" 24V DGTL HAND	\$75
941400050	X5-80SW 60" 24V DGTL HAND	\$75
941400060	X5-105SW 50" 36V DGTL HAND	\$75
941400070	X5-105SW 60" 36V DGTL HAND	\$75

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## **Xi5 Promotion: \$100 Cash Rebate**

*Purchase one qualifying MotorGuide Xi5, receive a \$100 cash rebate.*

- Hangtags will be made available to all participating retailers and dealers explaining the giveaway.
  - Hangtags will direct consumers to [www.motorguiderebate.com](http://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](http://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:**

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### **Eligible Products**

<b>Part #</b>	<b>Description</b>	<b>Rebate</b>
940800080	XI5-80FW 54" 24V FP	\$100
940800081	XI5-80FW 54" 24V FP	\$100
940800090	XI5-80FW 60" 24V FP	\$100
940800091	XI5-80FW 60" 24V FP	\$100
940800110	XI5-80FW 54" 24V FP SNR	\$100
940800111	XI5-80FW 54" 24V FP SNR	\$100
940800120	XI5-80FW 60" 24V FP SNR	\$100
940800121	XI5-80FW 60" 24V FP SNR	\$100
940800130	XI5-105FW 54" 36V FP	\$100
940800131	XI5-105FW 54" 36V FP	\$100
940800140	XI5-105FW 60" 36V FP	\$100
940800141	XI5-105FW 60" 36V FP	\$100
940800150	XI5-105FW 54" 36V FP SNR	\$100
940800151	XI5-105FW 54" 36V FP SNR	\$100
940800160	XI5-105FW 60" 36V FP SNR	\$100
940800161	XI5-105FW 60" 36V FP SNR	\$100
940800170	XI5-55FW 48" 12V FP	\$100
940800171	XI5-55FW 48" 12V FP	\$100
940800180	XI5-55FW 54" 12V FP	\$100
940800181	XI5-55FW 54" 12V FP	\$100
940800190	XI5-55FW 48" 12V FP SNR	\$100
940800191	XI5-55FW 48" 12V FP SNR	\$100
940800200	XI5-55FW 54" 12V FP SNR	\$100
940800201	XI5-55FW 54" 12V FP SNR	\$100
940800210	XI5-55FW 45" 12V FP SN GP	\$100
940800211	XI5-55FW 48" 12V FP SN GP	\$100
940800220	XI5-55FW 54" 12V FP SN GP	\$100
940800221	XI5-55FW 54" 12V FP SN GP	\$100

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Part #	Description	Rebate
940800230	XI5-80FW 54" 24V FP SN GP	\$100
940800231	XI5-80FW 54" 24V FP SN GP	\$100
940800240	XI5-80FW 60" 24V FP SN GP	\$100
940800241	XI5-80FW 60" 24V FP SN GP	\$100
940800250	XI5-105FW 54" 36V FP SN G	\$100
940800251	XI5-105FW 54" 36V FP SN G	\$100
940800260	XI5-105FW 60" 36V FP SN G	\$100
940800261	XI5-105FW 60" 36V FP SN G	\$100
940800270	XI5-80FW,45" 24V FP SN GP	\$100
940800271	XI5-80FW,45" 24V FP SN GP	\$100
940800280	XI5-105FW 48" 36V SNR GP	\$100
940800281	XI5-105FW 48" 36V SNR GP	\$100
940800290	XI5-55FW50"12V SN GP NOFP	\$100
941700020	XI5-80SW 54" 24V FOB	\$100
941700021	XI5-80SW 54" 24V FOB	\$100
941700030	XI5-80SW 60" 24V FOB	\$100
941700031	XI5-80SW 60" 24V FOB	\$100
941700040	XI5-105SW 54" 36V FOB	\$100
941700041	XI5-105SW 54" 36V FOB	\$100
941700050	XI5-105SW 60" 36V FOB	\$100
941700051	XI5-105SW 60" 36V FOB	\$100
941700060	XI5-55SW 48" 12V FOB	\$100
941700061	XI5-55SW 48" 12V FOB	\$100
941700070	XI5-55SW 54" 12V FOB	\$100
941700071	XI5-55SW 54" 12V FOB	\$100
941700080	XI5-55SW 54" 12V GPS	\$100
941700081	XI5-55SW 54" 12V GPS	\$100
941700090	XI5-80SW 60" 24V GPS	\$100
941700091	XI5-80SW 60" 24V GPS	\$100
941700100	XI5-105SW 60" 36V GPS	\$100
941700101	XI5-105SW 60" 36V GPS	\$100
941700110	XI5-80SW 48" 24V GPS	\$100
941700111	XI5-80SW 48" 24V GPS	\$100
941700120	XI5-55SW 60" 12V GPS	\$100
941700130	XI5-55SW 50" 12V GPS	\$100

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