

SALE INTO
S P R I N G
SAVINGS EVENT
MARCH 17 - APRIL 30, 2025



SALE INTO SPRING
THE BIGGEST SALES EVENT OF THE YEAR

March 17 – April 30, 2025
(CONFIDENTIAL)

Chaparral Boats is excited to launch our new **SALE INTO SPRING SALES EVENT**, designed to help our dealers maximize sales and move inventory during the 2025 spring selling season!! This program gives dealers the tools to capture leads, close sales, and secure new customers during the spring selling season. **The SALE INTO SPRING SALES EVENT cannot be used in conjunction with other Chaparral retail programs.**

PROGRAM DETAILS:

- **START DATE:** MARCH 17, 2025
- **END DATE:** APRIL 30, 2025
- **INCENTIVE:** DEALER CASH-MATCH PROGRAM

Chaparral is pleased to participate with each dealer in providing what every customer is asking for; **CASH!** This **dealer cash-match** incentive is an exciting opportunity to attract motivated boat buyers who are ready to make a deal. By following up with leads and offering exclusive savings, you can create customer urgency and drive sales in the weeks ahead.

Make the most of this opportunity to move inventory and ensure your dealership stands out to deal-seeking customers wanting to purchase our high quality, innovative products. Don't miss out- take advantage of the **SALE INTO SPRING SALES EVENT** and boost your sales during the 2025 spring selling season.

The **SALE INTO SPRING SALES EVENT** will be promoted on the Chaparral Boats website home page, our social media Pages - Facebook, Instagram, X and LinkedIn, through Google Ads and more...with a landing page to collect all leads to direct traffic to their local dealers.

In order for dealers to participate in the **SALE INTO SPRING SALES EVENT** it must be promoted on their dealership website, Facebook, Instagram, and other social media sites. Please aggressively promote this program and respond to your leads promptly 24/7. All sales event artwork can be found on the Chaparral dealer center.

This sales event is a Cash-Match program targeting 2024 inventory or older and 2025 models sold during the program dates of March 17 – April 30, 2025 listed on the Confidential Rebate Schedule below. ***In order to participate in the rebate program dealers are required to place an order for the same model. If you desire to order another model of equal or greater value, please contact your Regional Sales Director to seek pre-approval. If a dealer cancels or delays an existing 2025 model on order or in production, dealer will void participation in the SALE INTO SPRING SALES EVENT.***

Please see the confidential cash match rebate schedule below:

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MARCH 17 - APRIL 30, 2025



Confidential Rebate Schedule
Model Year 2024 & Older

| MODELS | TOTAL | CHAPARRAL | DEALER |
|---------------------------|----------------------|-----------------------|-----------------------|
| <u>SSX SERIES</u> | <u>REBATE</u> | <u>PORTION</u> | <u>PORTION</u> |
| 347 SSX | \$24,000 | \$12,000 | \$12,000 |
| 317 SSX | \$18,000 | \$ 9,000 | \$ 9,000 |
| 307 SSX | \$18,000 | \$ 9,000 | \$ 9,000 |
| 287 SSX | \$15,000 | \$ 7,500 | \$ 7,500 |
| 267 SSX | \$ 9,000 | \$ 4,500 | \$ 4,500 |
| 247 SSX | \$ 9,000 | \$ 4,500 | \$ 4,500 |
| <u>OSX SERIES</u> | | | |
| 300/310 OSX | \$18,000 | \$ 9,000 | \$ 9,000 |
| 280 OSX | \$18,000 | \$ 9,000 | \$ 9,000 |
| 270 OSX | \$12,000 | \$ 6,000 | \$ 6,000 |
| 250 OSX | \$12,000 | \$ 6,000 | \$ 6,000 |
| <u>SURF SERIES</u> | | | |
| 30 SURF | \$18,000 | \$ 9,000 | \$ 9,000 |
| 28 SURF | \$15,000 | \$ 7,500 | \$ 7,500 |
| 26/260 SURF | \$ 9,000 | \$ 4,500 | \$ 4,500 |
| 23 SURF | \$ 9,000 | \$ 4,500 | \$ 4,500 |
| 21 SURF | \$ 6,000 | \$ 3,000 | \$ 3,000 |
| <u>SSI SERIES</u> | | | |
| 23 SSI | \$ 9,000 | \$ 4,500 | \$ 4,500 |
| 23 SSI OB | \$ 9,000 | \$ 4,500 | \$ 4,500 |
| 21 SSI | \$ 6,000 | \$ 3,000 | \$ 3,000 |
| 21 SSI SF | \$ 6,000 | \$ 3,000 | \$ 3,000 |
| 21 SSI OB | \$ 6,000 | \$ 3,000 | \$ 3,000 |
| 21 SSI SF OB | \$ 6,000 | \$ 3,000 | \$ 3,000 |
| 19 SSI OB | \$ 3,000 | \$ 1,500 | \$ 1,500 |

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Confidential Rebate Schedule

Model Year 2025

| MODELS | TOTAL | CHAPARRAL | DEALER |
|---------------------------|----------------------|-----------------------|-----------------------|
| <u>SSX SERIES</u> | <u>REBATE</u> | <u>PORTION</u> | <u>PORTION</u> |
| 307 SSX | \$6,000 | \$3,000 | \$3,000 |
| 2870 SSX | \$3,000 | \$1,500 | \$1,500 |
| 287 SSX | \$5,000 | \$2,500 | \$2,500 |
| 267 SSX | \$3,000 | \$1,500 | \$1,500 |
| 247 SSX | \$3,000 | \$1,500 | \$1,500 |
| <u>OSX SERIES</u> | | | |
| 310 OSX | \$6,000 | \$3,000 | \$3,000 |
| 280 OSX | \$6,000 | \$3,000 | \$3,000 |
| 270 OSX | \$4,000 | \$2,000 | \$2,000 |
| 250 OSX | \$4,000 | \$2,000 | \$2,000 |
| <u>SURF SERIES</u> | | | |
| 30 SURF | \$6,000 | \$3,000 | \$3,000 |
| 28 SURF | \$5,000 | \$2,500 | \$2,500 |
| 26 SURF | \$3,000 | \$1,500 | \$1,500 |
| 23 SURF | \$3,000 | \$1,500 | \$1,500 |
| 21 SURF | \$2,000 | \$1,000 | \$1,000 |
| <u>SSI SERIES</u> | | | |
| 23 SSI | \$3,000 | \$1,500 | \$1,500 |
| 23 SSI OB | \$3,000 | \$1,500 | \$1,500 |
| 21 SSI | \$2,000 | \$1,000 | \$1,000 |
| 21 SSI SF | \$2,000 | \$1,000 | \$1,000 |
| 21 SSI OB | \$2,000 | \$1,000 | \$1,000 |
| 21 SSI SF OB | \$2,000 | \$1,000 | \$1,000 |
| 19 SSI OB | \$1,000 | \$ 500 | \$ 500 |

SALE INTO SPRING SAVINGS EVENT

MARCH 17 - APRIL 30, 2025



SALE INTO SPRING SALES EVENT GUIDELINES

- **The SALE INTO SPRING SALES EVENT cannot be used in conjunction with other Chaparral retail programs.**
- This program in its entirety is CONFIDENTIAL and proprietary to authorized Chaparral dealers.
- This program is available to Chaparral dealers in North America who are active and in good standing and have qualified for a minimum purchase level 1 annual incentive program. (Limited to United States and Canada). Boats used for racing, rental, government, charter or commercial use are excluded.
- Cash Rebates apply to 2024 models or older and 2025 models sold between March 17 – April 30, 2025 listed on the Confidential Rebate Schedule.
- ***In order to participate in the rebate program dealers are required to place an order for the same model. If you desire to order another model of equal or greater value, please contact your Regional Sales Director to seek pre-approval.***
- Any 2025 model, 2024 model or older boat sold prior to the sales event is excluded from participating in the **SALE INTO SPRING SALES EVENT**.
- Cash Rebates are shared equally between the dealer and Chaparral.
- Dealers who elect not to match the rebate dollars cannot participate in the **SALE INTO SPRING SALES EVENT**.
- In order for dealers to participate in the **SALE INTO SPRING SALES EVENT** it must be promoted on their dealership website, Facebook, Instagram, and other social media sites. Please aggressively promote this program and respond to your leads promptly 24/7. All sales event artwork can be found on the Chaparral dealer center.
- Customer must make purchase and pay in full within the dates of the promotion.
- Any cash incentive reimbursement for boats sold out of dealer's territory will be denied.
- **SALE INTO SPRING SALES EVENT** targets 2024 models or older and 2025 models sold during the program dates of March 17 – April 30, 2025 listed on the Confidential Rebate Schedule. The incentives must be claimed, and warranty registration returned to Chaparral within 10 business days from the date of sale or prior to May 9, 2025; whichever comes first, in order to receive full program benefits.
- Chaparral reserves the right to audit rebate requests or contact retail customers to verify information.
- Dealer will be eligible for Cash rebate reimbursement provided the boat is delivered to the retail customer within the timelines specified in this program.
- Dealers are required to submit a completed **SALE INTO SPRING SALES EVENT** Reimbursement Form.
- Dealers are required to complete an online registration under the written terms of this program. Electronic registrations will be verified before processing cash rebate amounts.

REIMBURSEMENT PROCEDURES

- Dealers are required to submit by email a completed sales event reimbursement form with a signed copy of the retail sales contract. The sales contract must clearly reflect the sales event total rebate amount listed including the dealer cash match amount as a line item on the sales contract for all boats sold during this event.
- **Each individual claim must be accompanied by Chaparral's sales event reimbursement form including a re-order of the same model. If you desire to order another model of equal or greater value, please contact your Regional Sales Director to seek pre-approval.**
- All required documentation must be submitted to Chaparral's rebate department in its entirety no later than **May 9, 2025**.
- Boat & engine registration must take place within ten days of retail boat delivery or prior to **May 9, 2025**; whichever comes first, in order to receive full program benefits.
- Qualified rebates will be issued to Dealers as a credit to their parts account for the Chaparral portion of the rebate.
- Send documentation via email to: rebates@chaparralboats.com.
- If you have any questions about the requirements to participate or the procedures for filing, please contact your Regional Sales Director.

CHAPARRAL
SALE INTO SPRING SALES EVENT

SALE INTO SPRING SALES EVENT
REIMBURSEMENT AND RE-ORDER FORM

RETAIL CUSTOMER'S INFORMATION:

(Information required for processing)

NAME

ADDRESS

ADDRESS

CITY, STATE & ZIP

PHONE NUMBER

EMAIL ADDRESS

DEALERSHIP INFORMATION *(Required for processing):*

DEALERSHIP

LOCATION

BOAT MODEL

BOAT SERIAL NUMBER

(Complete boat serial number is required for processing)

\$

TOTAL REBATE AMOUNT – Chaparral portion + Dealer Match Portion

(Chaparral and Dealer Cash Match Rebate Amount must appear as a line item on customer's Retail Sales Contract showing the total amount of rebate given to the customer)

DATE OF SALE *(Must be between 03/17/25 – 04/30/25)*

DATE OF DELIVERY

(Note: The dates listed above must match the dates in the Chaparral owner's registration and follow the guidelines of the promotion)

RE-ORDER SECTION:

ORDER DATE:

BOAT MODEL:

ORDER #:

In order to participate in the rebate program dealers are required to place an order for the same model. If you desire to order another model of equal or greater value, please contact your Regional Sales Director to seek pre-approval.

CHECK LIST FOR SUBMITTING PAPERWORK TO CHAPARRAL:

- Boat paid off with flooring company *(if applicable)*
- Boat was sold from March 17 – April 30, 2025
- Any 2024 model or older as well as 2025 models sold prior to the sales event is excluded from participating in the SALE INTO SPRING SALES EVENT
- In order to participate in the rebate program dealers are required to place a re-order of the same model. See reimbursement procedures for details
- Engine registered with engine manufacturer
- Boat registered online with Chaparral Warranty
- Reimbursement Form completed
- Copy of Sales Contract reflecting the sales event cash amount including dealer match portion
- Read and follow all program guidelines and procedures
- Send documentation (Reimbursement Form & Sales Contract Copy) by email: rebates@chaparralboats.com