



This Summer, more Jeep® Wrangler owners than ever bought Bestop® Soft Tops. The momentum continues this Fall -
BE A PART OF IT!

HARVEST MORE PROFITS WITH BESTOP® FALL PROMOTIONS

From the exclusive soft top provider to Jeep®. Visit us at SEMA Show Booth 30017, South Hall.

**5% CASH BACK
 JOBBER REBATE**

From 9/1 to 12/31/16, Bestop is offering jobbers a 5% cash rebate on wholesale purchases. No gift cards or tricks. For every \$5,000 at purchase price, qualified jobbers get back \$250 in cash. Qualified jobbers must have a physical retail location with on-site installation. Learn more and download terms and forms at www.brandfolder.com/bestoptoolbox, under "Rebates & Promotions."



CONSUMER REBATES

Close the sale with \$50 consumer mail-in rebates on five premium Bestop products from 9/1 to 10/31/16. Act fast on these limited-time offers!

- Trektop™ NX** - the industry's best-selling Soft Top since 2015.
- Trektop™ Pro** - our most premium top available, and perfect for Winter.
- Replace-a-Tops™** - Includes standard R.A.T. and very popular Sailcloth.
- Soft Tonneaus** - durable and intuitive storage for trucks.

Learn more and download terms and forms at www.brandfolder.com/bestoptoolbox, under "Rebates & Promotions."

CONSUMER GIFT WITH PURCHASE

From 10/1 to 12/31/16 any consumer nationwide who purchases a qualifying Bestop TJ or JK Soft Top gets a Bestop driver's or passenger's underseat locking storage box (Parts #42640, #42641, #42642, #42643), a suggested retail value of up to \$75.99! Bestop will administer gift fulfillment. The consumer simply completes a promo form, attaches proof of purchase, and submits it to Bestop. More info, downloadable terms and forms will be available before the end of August - watch for them!



DRIVING CONSUMER AWARENESS & PULLING THROUGH SALES

Bestop has been investing in creating consumer demand and awareness all Spring and Summer, and this Fall will bring more of the same!

- All jobbers and stores participating in the Jobber Rebate Program will receive POP kits from Bestop.
- Direct mail and emails to 100K registered Jeep Wrangler owners.
- In all, Bestop will generate more than 20 million consumer media impressions this Fall.

Call your Bestop® Sales Rep or WD partner TODAY to take full advantage of these profitable BESTOP® FALL HARVEST Promotions.