

Merchandising - Store Activity Summary

5/31/2018

TMG BRANDS:

* TMS Sellout Focus program- now including Third Party

Sell Down of the TMS inventory with Retail and Wholesale focus. We are now including some Third Party SKUs as well. Merchandising sends out the updated list by category every Wednesday. Huge Wheel Focus- up to 65% off. All promotions are good while supplies last.

Focus Areas for Merchandising

* Promotions

We are working on promotions for:

- * July- Month Long
- * 2nd Quarter Weekend Event Sales
- *TF Inventory for 3rd Party
- * ORA Buyers guide

We are also finalizing the 2018 Marketing Alliance programs.

* JL Products

We will be sharing with you weekly updates on JL products loaded in the system. The information is also added to the Merchandising section of the Toolbox site.

If you have suggestions or questions, please reach out to the JL task force team at: jl@4wp.com

OTHERS:

* Toolbox

Reminder- You can find all the Merch communications in the Merchandising section of the Toolbox. You can find there: Merch Memos, New Line Memos, Recently Discontinued Lines, New Parts Summaries, Training Videos and these Merch Monthly Activity Summaries.

* New Product/ New Line suggestions to a specific email

Please forward your new lines and/or products suggestions to: newproducts@4wp.com

MERCH MEMOS:

1. NON DOT Beadlock Sellout Policy - VERY IMPORTANT- READ!!

There are two Brands of (Non-DOT) Bead lock wheels now approved to sell for Jeep, Truck and SUV plus UTV. Please read the memo to be fully informed of the procedure to sell these products. Stores are NOT ALLOWED to mount or install!

Failure to follow any and or all guidelines listed above will result in further disciplinary actions up to and including termination.

Any questions or concerns, please reach out to Raul Ortega (rortega@4wp.com) and to Josh Tanner (jtanner@4wp.com)

2. PCT Promotion - Buy 3 Get 1 Free Pro Comp Tire

We just added to our May Promotions the following promotion for PCT: Buy 3 Get 1 Free Pro Comp Tire!!! This will be running starting today until the end of the month.

Please note that \$100 Mail in Rebate cannot be combined. See the ringing instructions on how to apply B3G1F attached along with a part number list for your reference.

This promotion is not applicable for Wholesale!

If you have any questions please feel free to contact merchandising@4wp.com

3. THI Tonneau display update - All stores except Hawaii

Within the next few days you will receive displays from the THI group. Depending on the type of display you currently have, you will need to adjust following specific instructions.

You will need to submit a picture by Friday June 29th.

Any questions or concerns, please reach out to Jeff Doherty (jdoherty@4wp.com)

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4. UTV Gondola Update - Sound Bars

Please see the memo attached in regards to changes to the UTV store set, specifically Pro Armor sound bars. The existing inventory should not be sent back to the DCs, it needs to be sold through. If you have any questions or concerns, please reach out to the UTV Category Manager directly:

Zane Steele
C: 310-404-7777
E: zsteele@4wp.com

5. WEA Spiff

Weathertech is currently running a sales spiff from 5/15/18 - 7/31/18. Please see the flyer for more details. This spiff is only valid for Retail Stores in the US!

If you have questions or concerns please reach out to the Category Manager directly:

Michael Robbins
mrobbins@4wp.com
Ph: 310-900-8728

6. UTV Tire & Wheel Stand

We have selected some stores to display PowerSports Tire/Wheel Category. Please see the memo for instructions, planogram and photos for your reference.

Please be advised that upon having all 4 displays mounted, you will need to send an image to merchandising@4wp.com

7. ZIL Line Discontinuation

Please be advised that we have decided to discontinue Zilla Strap (ZIL) from our offer. We activated a 20% Off for the line. Once inventory is depleted we will not be re-ordering.

Stores: If you have inventory, please sell it through. Do not send any inventory back to the DCs.

8. AIR Superseded Part Numbers

Airlift has superseded existing part numbers 57365, 88365 and 89356 of their Load Lifter 5000 Series Leveling Kits. Please see the memo for more details.

9. K/C Rocker Lights Rollout- Select Stores only

We have selected some stores to carry the new K/C rocker lights. This decision was based on the performance we've seen on this type of products in that region.

Upon receiving it, please place it in the Lighting section of your Showroom.

New Lines added

| Line Code | Line Code Description | Category Focus | Memo send date |
|-----------|-----------------------|----------------------|----------------|
| W/G | Weather Guard | Exterior Accessories | 05/16/18 |