

# Turn ATV shoppers into Buyers with The



## TRY BEFORE YOU BUY Training Reimbursement

Now there's a new way to use the *ATV RiderCourse*™ as a sales tool. Your customers can enroll in the course before making a purchase. They get to experience the fun of ATVs and increase safety awareness while practicing basic riding skills – all under the watchful eye of a licensed ATV Safety Institute (ASI) Instructor.

**Once they try it, they'll buy it.** And, thanks to ASI member companies, when your customer purchases a new ATV from one of these brands within one year of training –

- |                      |                     |                  |                    |
|----------------------|---------------------|------------------|--------------------|
| • <b>Arctic Cat</b>  | • <b>Honda</b>      | • <b>KTM</b>     | • <b>Suzuki</b>    |
| • <b>BRP</b>         | • <b>John Deere</b> | • <b>KYMCŌ</b>   | • <b>Tomberlin</b> |
| • <b>CROSSRUNNER</b> | • <b>Kawasaki</b>   | • <b>Polaris</b> | • <b>Yamaha</b>    |

– they get their training fees back plus available incentives\*. And it's simple – just have them call ASI Enrollment Express toll-free at 800.887.2887.





## **BENEFITS TO YOU – THE DEALER**

The Consumer Product Safety Commission data shows that first-time purchasers without prior riding experience benefit most from ATV training. The Specialty Vehicle Institute of America member companies developed this new program to encourage potential purchasers to get trained before they buy.

The ***Try Before You Buy*** program is perfect for a parent buying an ATV as a gift. Now the parent can take training before taking delivery of the ATV, so he or she is better prepared to supervise the child (of course, the child can take the class either before or after the parent brings the ATV home). Your customers get the benefits of training without spoiling the child's surprise, and they still get the rebate.

## **DESCRIPTION**

The ***Try Before You Buy*** program builds on the processes currently in place for ASI's fee-based training. All aspects of the current program remain in place with the addition of a "Rider Training Reimbursement Program" coupon that is sent to students who pay for training along with the customer class confirmation materials.

A student who completes training and then purchases an ATV within 12 months will be eligible to receive reimbursement of their training fees and any available training incentives (purchaser will be classified as "first-time purchaser without prior experience"). All business rules apply such as eligibility for training based on individual or business purchase and size of ATV purchased. See individual manufacturer/distributor dealer manual for details.

## **BACKGROUND**

The ASI's mission is to provide quality training throughout the United States. We want everyone who operates an ATV to take advantage of training, especially first-time riders and those with little experience. For new purchasers of ATVs, the ASI's goal is to provide training within 30 days of purchase.

\*Eligibility based upon the engine size, rider's age and brand of ATV purchased.



A Division of the Specialty Vehicle Institute of America®

**800.887.2887**

**[www.atvsafety.org](http://www.atvsafety.org)**