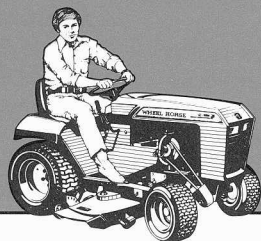




Wheel Horse



Dealer News

WHEEL HORSE SALES, INC.

Winter 1981

25th Anniversary Sale-A-Bration Offers Silver to Customers

Wheel Horse's 25th Anniversary Sale-a-bration promises to be one of the biggest promotions in the history of the company and one of the best opportunities for dealers to capitalize on a full season of special offerings.

The 16-week promotion will allow dealers to continuously promote Wheel Horse products through the pre-season, in-season and end-of-season "clean-up" selling periods.

Factory Rebates

Dealers will also be able to offer consumers inflation fighting deals because of factory rebates on the B-115, B-165, C-Series, D-Series and E-Series units. To dramatize the investment value of Wheel Horse Products, the company is offering customers a one-ounce bar of solid silver with any trade-in purchase.

Take advantage of this promotion now and offer your customers special lay-away deals. Many consumers are looking for special pre-season bargains, others have received year-end bonuses and still others may be anticipating an income tax refund. To help attract those kinds of customers, Wheel Horse is introducing the 25th Anniversary promotion rebates now so dealers can offer layaways at the special price.

The effective dates of the 25th Anniversary Sale-a-bration begin in the southern-most regions February 16. March 2 and March 16 are the introduction dates for regions further north.

During the promotion period any consumer trading in a grass cutting unit (push type, riding or otherwise) will receive a one ounce bar of silver. Consumer advertising carries the theme "Don't buy a lawn and garden tractor. Invest in one."

Dealer rebates during the period will vary from \$50 to \$300 depending on the Program time period. Higher rebates are offered during the Pre-season and in-season selling periods.

Dealers are encouraged to use the rebates to offer dollars off to consumers or to offer free attachments.

Advertising Opportunities

To assist in the effort Wheel Horse is launching a major advertising campaign on three levels.

A national magazine advertising schedule will feature ads stressing the investment value of a Wheel Horse.

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Scheduled to run in nine major publications such as BETTER HOMES & GARDENS, POPULAR SCIENCE, POPULAR MECHANICS, ORGANIC GARDENING and others, the ads will appear in February, March, April and May.

Additionally the factory will place pre-season and in-season advertising in 30 key market areas. This will include radio spots during the week and a Sunday newspaper advertisement including dealer listings. Both the national magazine and the key market advertising will be 100 per cent factory placed.

Co-op Advertising

Dealers should take advantage of the 75/25 booking order co-op advertising during the 16 week promotion period. The number of weeks each dealer qualifies for the 75/25 will depend on the booking order from last fall. All dealers can use an unlimited 50/50 co-op after the 75/25 option is expended.

An advertising kit is available for dealer use. It includes pre-recorded radio spots with dealer tags, scripts for locally produced radio, new television spots and a special Silver Anniversary commercial.

Additional Tools

A Silver Anniversary key-chain is also available for purchase as a premium give-away.

A set of two new in-store films are available for \$45. Each runs about five minutes in length and cover the tractor line and the attachments respectively.

A 1981 Showroom display kit will be available soon including updates for the selection guide and other point-of-purchase materials.

GT 2500 Tractor Produced In Honor Of Wheel Horse's Silver Anniversary

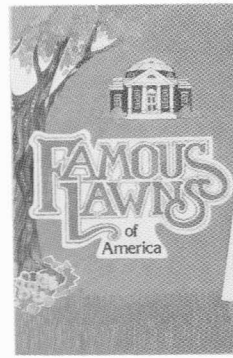


A limited edition tractor, the GT 2500 Silver Anniversary Special, is available to dealers to coincide with Wheel Horse's 25th Anniversary Sale-a-bration.

The 11 horsepower 8-speed garden tractor features unique silver and black decals to identify it. It will use most C-105 attachments including either a 36-inch or 42-inch mower. The Briggs and Stratton engine is solid-mounted. Suggested retail price for this limited edition tractor is \$1795. By selling it with a 36-inch mower for \$1895 dealers will realize an 18 percent margin.

The GT 2500 offers dealers the opportunity to sell Wheel Horse quality at a mass merchant's price, while at the same time drawing attention to the company's silver anniversary.

Increased Dealer Traffic Objective For "Famous Lawns"



Dealers can anticipate increased showroom traffic in 1981 as the result of a consumer public relations campaign which will center around a "Famous Lawns of America" booklet. The 24-page, four-color booklet features eight famous locations throughout the U.S., as well as basic lawn care tips that will turn any lawn into a "Famous Lawn."

The lawn care tips have been prepared with the assistance of J.W. (Bill) Andrews, Landscape Design and Groundskeeping Superintendent, State of Florida, University of South Florida. The University is the site of Wheel Horse Test facilities and features a beautiful campus designed and maintained by Mr. Andrews.

The booklet will be available to dealers in late January in plenty of time for the peak selling season. It will be supported with several related public relations activities.

In late January a radio program featuring excerpts from the booklet will be distributed to 1,000 radio stations nationally. The program "Around the House" will be broadcast in February. Listeners will be encouraged to write to Wheel Horse for copies of the booklet.

At about the same time, a series of newspaper articles will be provided to suburban and rural papers in the regions where Wheel Horse dealers are represented. This package of eight to ten short features will highlight the content of the booklet as well as more specific information on Wheel Horse tractors. Readers will be encouraged to see their Local Dealer or write Wheel Horse for a free copy of the booklet in each of the articles.

As inquiries are received by Wheel Horse, the names will be entered on the LINQ computer system. The booklet will be sent along with a cover letter from Wheel Horse including the name of the nearest Wheel Horse dealer. A copy of the letter will go to the dealer advising him of the customer inquiry and providing an opportunity for follow-up.

Dealers will benefit by receiving referrals through the Wheel Horse LINQ system and customers will benefit by receiving useful information.

The "Famous Lawns of America" campaign will provide an opportunity for dealers to build good will among potential customers and can be a useful tool in attracting new prospects to the showroom.

The "Famous Lawns" program is one more sales tool in the Wheel Horse arsenal which also includes one of the best co-op programs in the industry, a string of 17 special promotions in the past three years, trade and consumer advertising, showroom display materials including films, posters, counter-cards and tractor-toppers as well as a selection guide, the Wheel Horse Magazine with buyers guide insert, publicity in the major consumer magazines, newspaper features, a radio feature, the "Dealer News," and, most importantly, a commitment from Wheel Horse to all of its dealers. It's that commitment that produces all of the sales aids and the quality Wheel Horse products that don't compromise at any step of the production process.

"Sell Your Way to Las Vegas"



"Sell Your Way to Las Vegas" is a way for dealers to earn a free trip to the annual meeting in Las Vegas January 11-14, 1982. Points toward the trip are earned based on the number and type of Wheel Horse units sold. Each tractor has a point value from 150 to 1200. A total of 16,500 points or more will qualify for the trip. Even if a dealer doesn't quite hit that target, he is still eligible to buy in for the remaining portion. Thus every dealer can earn part of his expenses toward the trip.

A business session will be conducted on January 12 and a trade show held on the 13th.

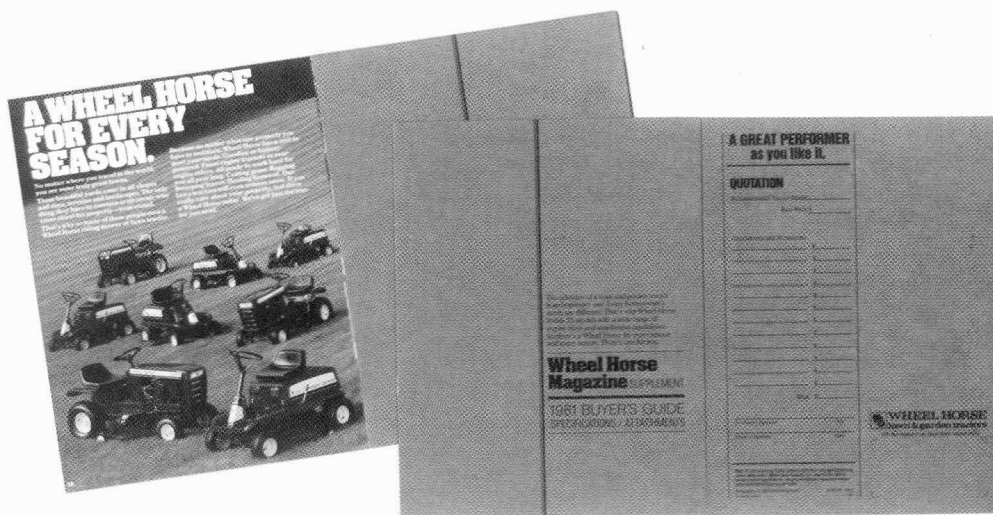
Wheel Horse "Magazine" Premieres

The premier edition of the Wheel Horse "Magazine" -- the Magazine of Lawn and Garden Care -- is now available.

The magazine is in reality the 1981 catalog and features the complete Wheel Horse line of Great Performers for 1981 -- from the A-Series riders to the D-250 Estate Tractor, as well as buyer's guide supplement insert.

The Wheel Horse Magazine divides the Wheel Horse line into two basic categories: Lawn Care and All-Season Lawn and Garden Care. Included in the basic lawn care section are the A-Series riders, the B-82 and B-112, and the E-81, E-141 electric.

The B-115, B-165, the C-Series and D-Series tractors provide year-round lawn and garden care and more, according to the Wheel Horse Magazine.



Along with product information and an explanation of the engineering features, the catalog also features many of the Wheel Horse ad themes that will be appearing in 1981. "Solid Yet Simple" emphasizes the quality engineering and construction of Wheel Horse tractors. "Invest In One" stresses the value of a Wheel Horse tractor and compares it to any other good investment. Durability and high resale value are also stressed. "The Electric Horses" features the E-81 and E-141 tractors pointing out the advantages of the electrics including energy savings, cost savings, and clean quiet operation.

The Buyer's Guide Supplement summarizes the features for each of the 23 Wheel Horse tractors and includes specifications. A quotation form is also included allowing the dealer to make a

recommendation for the specific tractor model and indicate the price for the tractor and any attachments.

The catalog is 20 pages with an eight page Buyer's Guide insert. On the back cover is a space for a dealer imprint. Additional copies of the magazine are available from Wheel Horse.



Pull . . . Pull . . . Pull!!



Wheel Horse Dealer Ken Thornton competed in four tractor pulls using the Wheel Horse 1976 C-160 8-speed tractor pictured above. Other than D-250 hubs, wheels and tires, the tractor is a stock model.

In two pulls against modified tractors, Thornton took sixth place both times.

But in competition with stock tractors he took second place both times.

"First place was won by another Wheel Horse, though," Thornton added. Thornton's Sales & Service is located in Tekonsha, Michigan. The dealership offers quality products and top-notch service.

Wheel Horse Electrics -- Unique, Timely and Full of Sales Opportunities

Every Wheel Horse dealer has the opportunity in 1981 to offer the public something unique that will:

1. reduce complaints about high cost of gasoline
2. eliminate most of the noise associated with power lawn equipment
3. eliminate much routine maintenance and
4. increase profits for the Wheel Horse dealer.

The Wheel Horse Electrics are the only battery powered riding equipment on the market and in today's economy they make a lot of sense.

In addition to reduced operating costs (the E-81 will cut most lawns for only pennies), the electrics offer several other sales features. The deep discharge batteries used in both the E-81 and E-141 allow the customer to recharge the unit repeatedly and provide several hours of use between charges. For most lawns a single charge will be ample to complete the job.

Other questions you may receive from consumers about the electrics:

Are the units durable?

The E-81 and E-141 feature the same rugged transmissions and components as the other Wheel Horse riders and tractors. The exclusive Uni-Drive Transaxle developed by Wheel Horse



The Wheel Horse E-141 lawn tractor combines the rugged components of other Wheel Horse tractors with quiet, economical battery power.

has been proven in years of trouble-free service in the field. Quality features in the construction of the frame and suspension systems assure customers of a unit that will outlast any of the "bargain brands". The batteries include a special construction of heavy plates and better separation of the plates than conventional batteries. The only maintenance required is to check the water level after every fifth use.

Will the electrics deliver a good cut?

Because of the exclusive Wheel Horse full-floating mower deck, the electrics will cut every lawn without scalping and without missing the low spots, just like the gasoline powered counterparts.

Are the units expensive?

The E-81 is price competitive with other quality riding units on the market and the E-141 is priced in the range of most 14 hp gasoline units. The advantages of the electrics and the reduced operating costs make the units especially attractive for many customers.

How long will the charge last?

That will depend on the thickness of the grass, the number of steep inclines in the lawn and the number of obstacles around which the unit will have to maneuver. In most instances, the E-81 will power a 32" mower for up to two hours, or long enough to cut approximately one acre. The E-141 with a 42" mower will cut up to two acres in three hours of operation before needing to be recharged.

How long does it take to recharge the units?

The units will be fully charged overnight and in five hours will be 80 per cent charged.

What maintenance is required?

Check the water after every fifth use, and keep the unit clean. Periodically check the pressure in pneumatic tires. That's all. No spark plugs, filters, oil, carburetor, muffler or other elements of a gasoline engine to maintain.

How can I be sure it's a good product?

Wheel Horse builds it. For over a quarter century Wheel Horse has not compromised at any step in the pro-

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A battery charger included with the E-81 will recharge the unit overnight.

Meeting Customers Needs Key To Success at Arnott Equipment Services

FALLS VILLAGE, Conn., Dec. 29, 1980 -- Give the customer what he wants, right?

Not according to Paul Johnson, Wheel Horse dealer and owner of Arnott Equipment Services. "Sometimes you have to sell the customer what **you** know he needs, even when it's not what **he** thinks he wants," Johnson says. His philosophy seems to be working -- Arnott's sales have increased from \$20,000 in 1963, the year the shop opened, to \$300,000 projected for 1980.

Arnott Equipment Services, in Falls Village Connecticut, a rural area in the Northwest part of the state, serves customers in a 45-mile radius. Johnson sells a wide range of products including chain saws, snowblowers, lawn mowers and Wheel Horse tractors. "Tractors are a big seller in this part of the state," Johnson says, and Wheel Horse is his fastest growing line.

Johnson began selling Wheel Horse products three years ago, reopening the store after a fire closed it for a year. "At that time, sales were flat for the Wheel Horse line," he continues, "but now they account for thirty-five percent of my volume." The Wheel Horse B-Series line is the best seller at Arnott. Johnson attributes this to product quality, excellent service and the mid-price range. "Brand loyalty is very strong among Wheel Horse purchasers," he adds. "Quality is more important to them than price."

"Communication is the key to good business," Johnson says. He listens carefully to customers to determine needs and then makes his recommendations. Sometimes customers have their minds made up and prefer not to



take Johnson's advice. He adds, "I've lost a few customers over the years by telling people what they need when they've already decided what they want," he says. "But my customers know I have their best interests in mind. I spend their money as if it were my own."

Advertising expenditures increased from \$1,500 last year to \$6,000 this year. In addition to advertising regularly in local newspapers and on local radio stations, Johnson sponsors a three-day annual promotional event called "Hog Wild Days" in April. The three-day event is preceded by heavy advertising locally and features food and refreshments, games, contests and, of course, prizes. The prizes range from free chain saws to a free hog, or dollars-off on large tractors. A local disc-jockey and his time-telling hog cover the event live, adding another promotional angle.

The promotion is made possible in part by Wheel Horse. Its advertising co-op pays for up to 75 percent of the advertising. Wheel Horse also provides point-of-purchase displays, banners and other promotional literature.

This year, Johnson sold twenty-four

tractors during the event, with many more follow-up orders taken. All of the purchasers opted for dollars-off, rather than take the free hog, however. In addition to on-the-spot sales, the "Hog Wild" promotion resulted in increased customer awareness, heavy customer traffic and significant follow-up orders.

Personal follow-ups are important to Johnson and he credits them for many of his sales. He phones every potential customer who comes to Arnott Equipment and follows up again after the purchase. He also supplies new product information and promotional literature to customers with their monthly invoices.

Service is another key to Johnson's success. He believes that service is as important as the products he sells. He prides himself on providing his customers with prompt, reliable and efficient service.

Since business is typically slower during the winter months, Arnott Equipment spends much of that time servicing equipment and preparing for the Spring rush. In order to help offset the cyclical nature of his business, Johnson is planning to expand into energy-related products this year. Once again, anticipating and meeting his customers needs.

"That's the key," Johnson quips, "knowing what your customers need and providing it for them." And that's exactly what Johnson strives to do.

Wheel Horse Electrics

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duction process and has been a leader in high quality power lawn care equipment. Wheel Horse engineers have invested over six years in refining the electrics. They are not a novelty. They work.

O.K. How can I get one?

Wheel Horse Dealers, this question is all yours.

