



9/1/16

Dear Lizard Skins Dealer,

We are very excited to announce our new Dealer Direct Program to better serve our dealers. Since 1993 Lizard Skins has striven to meet the needs of all cyclists and has developed this new program to maximize dealer value.

**Exciting New Product.** The 2017 model year brings exciting new additions to our product offerings. From a new and improved 1.8mm DSP Bar Tape, to our all-new Aramus and Monitor glove lines, to our exciting grip co-development with Danny MacAskill. Completely redesigned bike protection adds new upsell opportunities for all dealers.

**Channel Integrity.** Through a vigilantly enforced MAP policy we endeavor to keep our dealers profitable and brand value high. We have never sold to Amazon and are committed to working with qualified IBD's.

**Dealer Direct Program.** All Lizard Skins products are now available for direct purchase with some BIG advantages:

DEALER DIRECT PROGRAM			
Level	Buy-In	Annual Discount	Free Freight
Minimum	\$100.00	0%	No
Bronze	\$250.00	8%	Yes
Silver	\$650.00	9%	Yes
Gold	\$1,000.00	10%	Yes

- All re-orders of \$250 or more qualify for free shipping.
- Order \$2000 or more in one calendar year to automatically qualify for 10% off wholesale for the next calendar year.
- Net30 terms are available with approved credit.
- POP displays available at no charge with qualifying orders (ask your rep).
- Stock rotation (ask your rep).

We look forward to helping you improve profitability and customer experiences with our exciting products and Dealer Direct Program. Please call or email so we can help setup your account and answer any questions.

Best Regards,

Ryan Huntington  
Sales Manager