

DISTRIBUTOR BULLETIN

May 2016

Join us at our upcoming Ranger Academy event in Toronto!

Essential Ranger product sales training



Ranger Design will be presenting the third edition of Ranger Academy Sales Training 101 in Toronto, Canada, June 16th, 2016. This training is designated for salespeople, and will demonstrate how to quote and effectively sell Ranger products. Ranger distributors that attended our first event have had an average increase of 108% in their Ranger sales so far this year. Here's what some participants had to say:

"I can do a quote for Ranger products in 10 minutes or less! It used to take me more than an hour!"

"The networking with other distributors was great! We shared stories and strategies."

"I learned new sales and marketing techniques that I hadn't thought of."

"I left the training energized and excited about being able to share what I learned with my co-workers."

Hotel and meal costs are covered by Ranger Design at this event, and the training is free of charge. Distributors are responsible for travel expenses to and from the event. Seats for this event are filling fast – please register your interest [here](#). For more information, please contact Kerrie Owen, at kerrie.owen@rangerdesign.com or 1-800-565-5321.

Distributor Locator

The Distributor Locator Policy has been revised and is now available to view on the [Distributor Portal](#) on the Ranger Design website.

This new policy is designed to ensure that end customers have a positive experience when directed to a distributor, via the Distributor Locator on rangerdesign.com. To ensure this happens effectively, distributors are required to meet 5 key conditions.

Please review the policy to understand these important conditions.

You must provide proof that you meet the 5 criteria by June 30th, 2016 to be sure you continue to be included on the Ranger Design Distributor Locator.

Please fill out this form as proof.

[Fill out the form](#) ▶

Don't have an account login?
Contact us at cs@rangerdesign.com.

Production and Shipping Holidays

May 23 and May 30, 2016

Monday, May 23rd, and Monday, May 30th are holidays. This means that orders placed from the previous Monday will have a 6 day lead time instead of a 5 day lead time.

Please note that our Customer Service will be here to assist you on these two holidays.

Shipment Lead Time

Ranger Design will ship orders for standard products within 5 business days or within 20 business days for custom product orders. QuickShip Orders are shipped within 24 hours if placed before 1pm EST. If you do not want your order shipped before a certain date, please specify this explicitly on your order.

Online Retailers

Ranger Design will be launching a new online retailer section on our website within the next few weeks. We

will add a link on the Ranger Design website to our distributors' webstores so that customers who wish to purchase online can easily find an online retailer.

Please click on the link below to find our guiding policy with criteria for you to join. Please contact your RSM if you wish to be included.

[Learn More](#) ▶

HOW TO BUY	
Find a Local Distributor	
 Online Retailer	
 Online Retailer	

CUSTOMER SERVICE

cs@rangerdesign.com

1-800-565-5321

www.rangerdesign.com

New Ranger Design Branding!

Distinctive New Look to Help Products Stand Out



In an ever changing competitive market place, Ranger Design must strive not only to continuously develop innovative products, but also to develop a branding strategy that allows us to stand out above the competition. With this in mind, we are pleased to announce that we have decided to introduce our new branding and change our look.

Read more about the branding change in the News section of the Distributor Portal.

[Read the Full Story ▶](#)

Don't have an account login?
Contact us at cs@rangerdesign.com.

[List of products affected ▶](#)



New Ranger Design Catalogs Coming!

New products including Max View Partitions

We are very excited about our new branding. Our catalogs will also get a new look reflecting these changes. Take advantage of these new catalogs. Visit your local dealerships. Here is the publication schedule as we revamp our line of catalogs:

- ▶ The Mercedes-Benz catalogs for Sprinter and Metris will be available at the end of May
- ▶ The Ford Transit and Transit Connect catalogs will be done by the end of June
- ▶ Our RAM catalogs for the ProMaster and ProMaster City will be available at the end of July
- ▶ By August 31st, the GM Savana/Express and City Express catalogs will be printed
- ▶ And finally, the Nissan NV and NV200 will be done by the end of September 2016.

You will be sent a sample quantity of each new catalog as it comes out.

Get your access to the new Ranger Design Distributor Portal

If you haven't registered yet to get access to our new distributor portal, contact our Customer Service for a quick and easy set-up account.

There are many advantages of using the Distributor Portal:

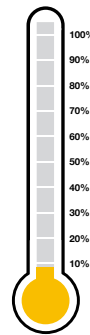
- ▶ Fast and easy access, 24 hours a day, 7 days a week
- ▶ Catalog request forms
- ▶ Training videos
- ▶ Photo gallery
- ▶ The new distributor forum
- ▶ Past issues of the distributor bulletin
- ▶ Install Guides
- ▶ And so much more

Please contact our Customer Service to set-up your account at cs@rangerdesign.com

New Install Guides

Partition install guides are 60% complete!

New Install Guides are being included with our products based on availability. Please give us your feedback once you have experienced these new guides!



NEW INSTALLATION GUIDES COMPLETED

Now available on the Distributor Portal!

More leads, more sales!

We're excited about our lead sharing program, which is continuing to grow. Our goal is to keep improving the information we provide you about the leads, so you can be the most effective in your follow-up with the customer. To join this program and receive leads from Ranger, please click on the link below to understand what you need to do.

[Learn More ▶](#)



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Strong enough for your toughest jobs? You bet, and Rob has the photo to prove it.



When Rob DeMars, Director of Sales for ABI Trucks in Rockwall, TX wanted to show how strong Ranger Design products are, he had a unique way of proving it. He climbed up and stood on some Ranger shelves and drawers during his demos and amazed his audience. Once you know that Rob is a big man (350lbs), then you understand how strong those shelves are and what kind of positive impression it leaves.

People were so impressed that they would tell Rob that if they hadn't seen it themselves, they wouldn't have believed it. This gave Rob the idea to have a picture taken of him standing on the shelves and then have the back of his demo cargo trailer vinyl wrapped.

It's a fantastically effective photo and we give Rob "two thumbs up" for his creative marketing skills.

Share your Ranger Design story!

Do you have a story to share with us? A situation where a Ranger Design safety partition may have saved your life, or a circumstance where positive action was a direct result due to Ranger Design products? We would enjoy hearing your story. Please send it to cs@rangerdesign.com

IMPORTANT NOTICE Discontinued partitions

Please be advised that a number of cargo van partitions for the Ram CV and Ford E-Series vans will be discontinued. In accordance with our strategy for discontinued vehicles, one model partition will remain available while all others will be discontinued. The obsolete partitions for these vehicles will be available ONLY while supplies last. Once the inventory has been depleted they will become obsolete.

The C10 versions of the Contoured Perforated Window partition for both the Ram CV (SKU: C10-Q) and Ford E-Series (SKU: C10-B) will continue to be available for the foreseeable future.



The following partitions are available in limited quantities while supplies last. Final MSRP's are as follows, effective date is May 1st, 2016:

Item	Description	MSRP*
3010-FE	Solid Partition, contoured, aluminum, E-Series	\$473
3020-FE	Window Partition, contoured, aluminum, E-Series	\$564
3010-DC	Solid Partition, contoured, aluminum, Ram CV	\$436
3020-DC	Window Partition, contoured, aluminum, Ram CV	\$564
C12-Q	Solid Partition, contoured, steel, Ram CV	\$364

*Your Standard Discounts Apply

For more information please contact Customer Service at cs@rangerdesign.com

Fax Number

Please be advised that our new Fax Number is: 888-457-8180. 514-457-8180 is discontinued.

April Distributor Bulletin Did you miss it?



If you missed last month's Distributor Bulletin, click here to view and download.

Don't have an account login? Contact us at cs@rangerdesign.com.

[Download April Bulletin](#) ▶

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