

DISTRIBUTOR BULLETIN

June 2016

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](#)

Please click [here](#) to request your login.
(Your QuickShip password is not valid for the Distributor Portal login.)

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](#)
- ▶ [Product gallery](#)
- ▶ [The new distributor forum](#)
- ▶ [Past issues of the distributor bulletin](#)
- ▶ [Install Guides](#)
- ▶ And so much more

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RANGER ACADEMY Essential Ranger product sales training



We greeted 49 distributors at our last Ranger Academy in San Antonio. The comments received were very positive and here are some that were shared with us after the training:

"It was a great educational experience. I will definitely recommend this training in the future."

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

"This session was very informative. Thank you very much for your great hospitality!"

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

Please join us at our upcoming Ranger Academy event in San Francisco which will take place in early August.

This training is designed for salespeople, and will demonstrate how to quote and effectively sell Ranger products. Ranger distributors that had someone in attendance at our February event have had an average increase of 108% in their Ranger sales.

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

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.

The branding change will take effect on September 1st, 2016!

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



[Read the Full Story ▶](#)

[List of products affected ▶](#)

Don't have an account login? Please click [here](#) to request your login. (Your QuickShip password is not valid for the Distributor Portal login.)

Mopar

Mopar offers basic shelving package

Mopar is offering Ram distributors a basic shelving package for ProMaster vans. This package will be purchased by the Ram distributor directly from Mopar. This will create new demand for Ranger products at your local level, as there will be the opportunity to add drawers, accessories, ladder racks and other Ranger products to this package. All Ranger products aside from the base shelving package are available exclusively through our distributor network. **It will be important for Ranger distributors to contact their local RAM distributors** to make them aware that they can supply and install all Ranger products. We believe this program will benefit everybody, and our distributors will see a net increase in their sales of Ranger products to Ram distributors.

If you have any questions, please contact Customer Service at 1-800-565-5321

Production and Shipping Holidays

June 24th, July 1st and July 4th, 2016

Fridays June 24th and July 1st, and Monday July 4th, 2016 are holidays. This means that orders placed as of June 17th, 2016 could require a 6 to 7 day lead time. The regular schedule of a 5 day lead time will be reinstated as of July 5th, 2016.

Please note that our Customer Service will be here to assist you on these three days.

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 ▶](#)

New Ranger Design Catalogs Coming!

Includes New Products like 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](#) are on their way to you. You can download the digital version on our website
- ▶ 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.



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New Seat covers coming soon!

We presented these seat covers to you at the NTEA show, and your demand was grand. We are pleased to announce that Ranger Design will be offering you these new seat covers in a few months.

The key advantages with these products are:

- ▶ Tight custom fit per vehicle
- ▶ Durable material and easy maintenance
- ▶ Urethane coating to make the fabric water and stain resistant
- ▶ Machine wash and dryer safe
- ▶ Easy installation within 30 minutes for a set
- ▶ No interference with factory seat functions: heat, cold, air bag
- ▶ Minimal seams
- ▶ Guaranteed to stay in place
- ▶ Puncture resistant
- ▶ Durable fabric with a 10 year warranty
- ▶ Prevents seat damage



New Install Guides

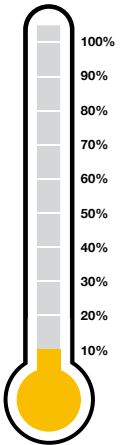
All partition install guides are completed

There are a few outstanding partition install guides, as some changes to the product are awaiting approval.

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

Now available on the [Distributor Portal!](#)

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NEW INSTALLATION GUIDES COMPLETED

Prices as of July 1st, 2016

We are happy to inform you that there will be no price increase as of July 1st, 2016 for the next quarter.

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.**

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

Online Retailers

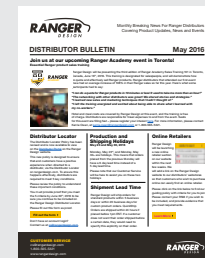
Ranger Design will be launching a new online retailer section on our website within the next few weeks. We will add a link on the Ranger Design website to our distributors' webstores so that customers who wish to purchase online can easily find an online retailer.



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 ▶](#)

May Distributor Bulletin Did you miss it?



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

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