



Date: December 19, 2019

To: All White River Marine Group and Tracker Off Road Dealers

Subject: New Discount Rates for VIP Member Cards

Effective Start Date: January 1, 2020

All buyers of new current and prior year WRMG boat or Tracker Off Road models will qualify for the VIP Member discount card which provides discounts up to 10% on most items purchased at Bass Pro Shops and Cabela's retail stores. Length of VIP Membership is as follows:

- Without a valid email, the VIP card is valid for 12 months.
- If buyer provides a valid email address, they receive member benefits for 24 months.
- With valid Military ID AND valid email address, buyer benefits will be good for 36 months.

Membership Advantages:

10% Discount at all Restaurants:

Uncle Buck's Fishbowl and Grill, Uncle Buck's Brewery and Steakhouse, Uncle Buck's Grill, Hemingway's Blue Water Café, Islamorada Fish Company, White River Fish House and Blue Fin Lounge (excluding The Lookout at The Pyramid and Big Cedar Lodge Restaurants). This promotion will discount all food and non-alcoholic beverages.

10% Discount on many items at Bass Pro Shops and Cabela's, except reels, electronics, firearms, blackpowder guns, ammunition, reloading equipment, scopes, bows, arrows, taxidermy, boats, all off road units, and temporarily marked down miscellaneous items.

10% Discount on qualifying Bass Pro Shops and Cabela's branded items and Redhead and Bass Pro Shops proprietary reels.

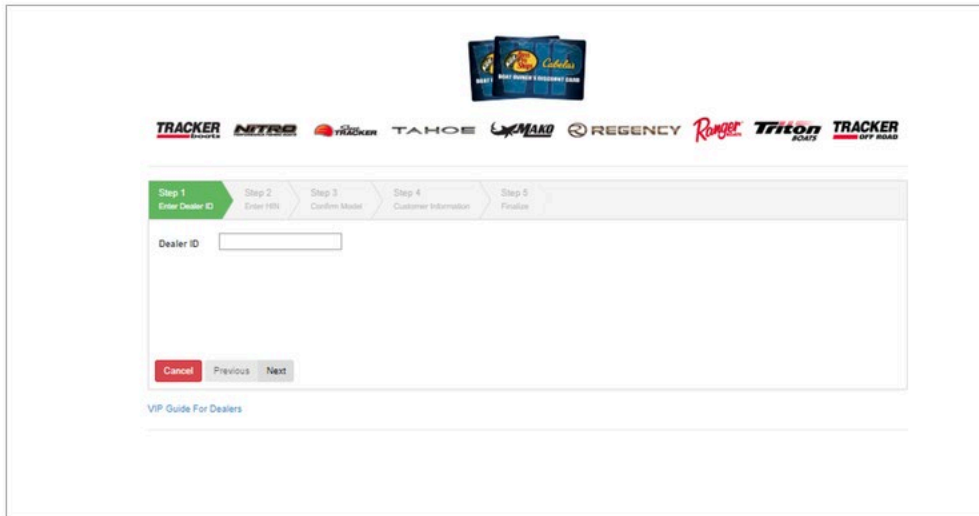


How to enroll a new boat or Tracker Off Road owner:

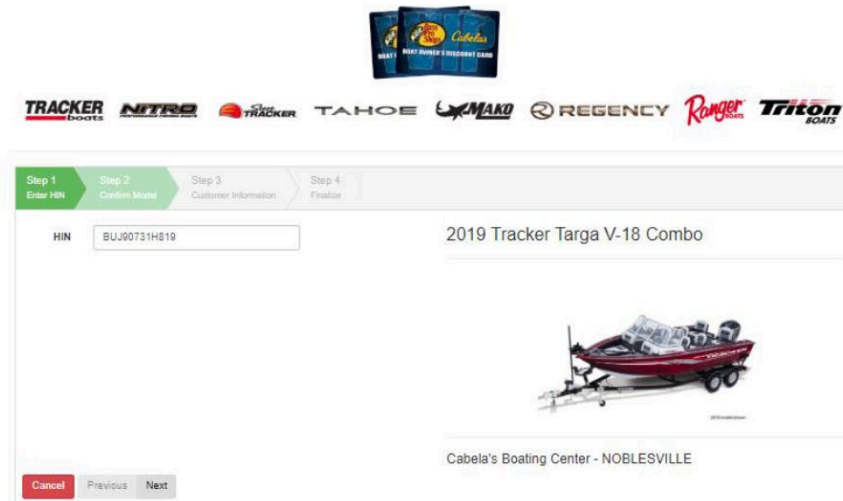
To generate a buyer's VIP number, simply access the following page <https://boat.basspro.com/vip>.

You will be guided through a 5-step process:

Step 1: Enter Dealer ID



Step 2: Enter the HIN or TOR Serial Number. After you enter the HIN or Serial Number and click next, the screen will display an area to type in model and then select year.





Step 3: Type in Model information.

2019 Tracker Targa V-18 Combo

Tracker
Targa V-18 Combo
2019

Cabela's Boating Center - NOBLESVILLE

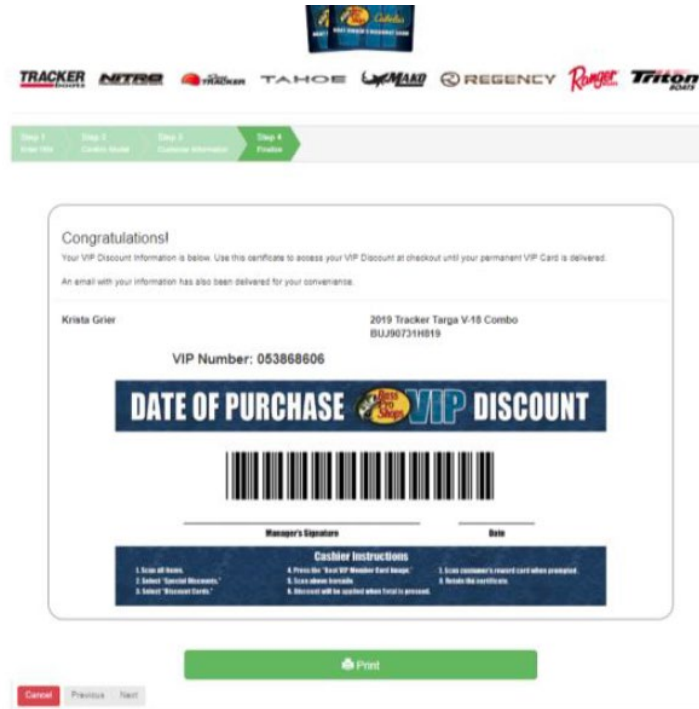
Step 4: Customer Information. At this step, you will enter the customer information as shown below. When the customer provides a valid email address their VIP Discount effective dates will increase to two full years. With valid military ID AND valid email address, the effective dates will increase to three full years. **IMPORTANT** – The customer’s email address in the VIP system must be entered in the “email address” field when completing the warranty registration process. Click “Next” for Step 4.

First Name
Last Name
Email
Confirm Email
Bass Pro Shops
Outdoor Rewards
Number
Are you active or retired
military?



Step 5: Finalize. This is the last step and will provide a VIP number. You will be asked to print this confirmation screen with a temporary bar code which will allow the customer to begin using their discount immediately (see sample below). NOTE: The temporary bar code allows purchases but does not track rewards points, the customer will receive direction in their VIP letter along with their VIP card on how to add their points for purchases prior to official VIP card being received.

*NOTE – data represented below is for sample purposes only.



In addition to the printed copy, the customer will receive a VIP email confirmation once the form is submitted. This will provide an opportunity for the customer to use their smart phone or other device to ensure the email was received while they are still on-site. The customer will receive their VIP card in the mail approximately two weeks after the boat has been warranty registered.

Additional Notes:

If you have made an error entering the email address or the customer does not receive their email confirmation, please submit a request on <https://www.dealerserviceswrmg.com> to correct the error. **Please note, entering a previously submitted HIN or serial number with a different email address, will create a NEW VIP number that will not activate.**

IMPORTANT: Entering an erroneous email address will eliminate the possibility of the customer receiving their second year of VIP discount privileges and other VIP member only benefits.



NOTE: If a consumer is unwilling to provide an email address, **all other required fields on the VIP Registration page must still be completed in order to receive the 12 months of VIP discounts.** All buyers submitted via the VIP Registration page without an email address can utilize a print out of the confirmation page in order to receive their Date of Purchase VIP Discount at POS that day. The VIP Registration system will generate an automatic email address that is comprised of the customers HIN number followed by “@hin.com” when no email is provided. You will see this on the Member Discount Confirmation page after submitting the form.

VIP cards will be sent to the customers via first class mail. The mailing will contain a personalized letter explaining the details of the VIP program along with the customer’s new VIP card. All one year qualified VIP Members will have the opportunity to visit a website and upgrade their VIP status to two full years of discounts when they provide a valid email address.

Customers may use the VIP card when making catalog orders by phone. For Bass Pro Shops orders, customers may call (888) 486-8740 Monday–Friday, 8am–4:30pm CST to place orders. For Cabela’s orders, customers may call (800) 237-4444 Monday-Friday, 8am-4:30pmCST to place orders. When placing an order, the customer will need to give the agent the SRC Code number on the back of the card in the upper right corner.

Customer Email Address Collection

Capturing each buyer’s email address will ensure future service and promotional communication’s reach the intended boat owner while simultaneously reducing our overall costs. Additionally, all VIP Members will receive email communication prior to the expiration of their first years VIP membership to extend their privileges and discounts for a second year at no charge.