



ARIENS

THE #1 BRAND SNO-THRO® IN THE WORLD JUST GOT BETTER



UNBELIEVABLE 5 YEAR UNIT WARRANTY. FOR A LIMITED TIME,
GET AN ADDITIONAL FREE 2 YEAR WARRANTY EXTENSION
FROM ARIENS ALREADY GREAT 3 YEAR UNIT WARRANTY.

3 LTD. CONSUMER **YEAR** WARRANTY + **2** EXTENDED **YEAR** WARRANTY = **5** EXTENDED **YEAR** WARRANTY

TO RECIEVE THE EXTENDED WARRANTY YOU MUST PURCHASE AND REGISTER YOUR UNIT BETWEEN AUGUST 6 - 17TH, 2018. REGISTER AT REGISTRATION.ARIENS.COM - PROMOTION VALID AUGUST 6TH - 17TH, 2018.

Eligible Products: All new, qualified, registered 2-Stage Ariens Sno-Thro models (excludes single-stage and Sno-Tek models). Purchase Dates: August 6 - 17th, 2018. Customer must register unit by August 17th, 2018 to be eligible. 5 year limited consumer warranty is for the Ariens Sno-Thro and does not include Hydrostatic transmission and high wear parts. 5 year extended warranty promotion only available in Canada and the US. We will send you an updated letter with your extended warranty statement after the promotion expires. Available for residential use only. Offer does not apply to prior purchases. Please see warranty statement for further detail. Visit www.ariens.com/en-us/promotions for a full 2-year extended warranty policy for a full list of details.



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Dealer Bulletin

Product Family: Ariens

From: Ariens Company Marketing Department

Distribution: Ariens Dealers (U.S. and CAN), RMs, DMs, Sales Partners, Tech Service, Customer Service

Subject: Two-Stage Snow Extended Warranty Promo: August 6-17, 2018

Dealer Action: Notification

Ariens Company is offering a free extended warranty on Ariens two-stage snow products purchased from August 6 to 17, 2018. The extended warranty offers consumers an additional two years of coverage, extending the included three-year warranty to a total of five years. In order to receive the free warranty extension on Ariens two-stage units, the unit must be both **purchased and registered** between August 6 and 17, 2018. Please note that the extended warranty is only valid for the original purchaser and does not transfer with the unit's resale.

The extended warranty also covers Ariens AX and Briggs & Stratton® Polar Force – Model 25 - 420cc engines.

How will the warranty extension work?

1. Qualifying units must be purchased and registered between August 6 - 17, 2018
2. This warranty extension does not apply to units registered and used commercially. (**Please do not click the "purchase extended warranty" box when registering the unit, as this applies to the paid snow extended warranty only.**)
3. Once a unit is registered it will automatically qualify for the warranty extension, dealer is not required to perform any further action.
4. **The five-year consumer warranty is subject to some exclusions, including wear items and transmissions. The engine is included in the warranty promotion.**
5. There is no net cost to the dealer for participating in this promotion.
6. After the promotion ends, Ariens Company will send a notification of the warranty extension directly to each customer who qualified for the promotion, along with information regarding the five-year warranty terms and conditions.
7. If entering warranty info for the customer, please be sure to enter ALL customer information, including the customer's email address, so we can both mail and email the customer their warranty extension. Filling in the customer's email DOES NOT sign them up for marketing emails. This is for warranty communication only.

Dealers and consumers should refer to the information included in the paid extended warranty flier (attached) for the warranty policy and terms. When filing an engine warranty claim for Briggs & Stratton engines, file with Briggs & Stratton for the first three years of the machine's warranty, and then with AriensCo for the final two years of the machine's warranty.

If you have questions about this, please contact your district manager.