



# AFTER MARKET SALES PROGRAM - 2017

This printing supersedes all previous programs for price and program descriptions.

# Show Specials for 2016

## Gauge Set Packages



KT9796	4 Gauge - Box Set
KTF004	4 Gauge - Box Set
KTF002	4 Gauge - Box Set
KT9799	6 Gauge - Box Set
KTF003	6 Gauge - Box Set
KTF001	6 Gauge - Box Set
KTF024	6 Gauge - Box Set
KTF024	2 Gauge - Box Set
KTF059	2 Gauge - Box Set

**HOT BUY\*** - Buy 4 of the indicated Box Sets and get 1 Box Set free.

### Hot Buy

<input checked="" type="checkbox"/>	Euro Black	\$82.00
<input checked="" type="checkbox"/>	Chesapeake SS Black	\$92.00
<input checked="" type="checkbox"/>	Chesapeake SS White	\$92.00
	Euro Black	\$100.00
	Chesapeake SS Black	\$112.00
	Chesapeake SS White	\$112.00
	Kronos	\$112.00
	Digital - SmartCraft®	\$279.00
	Digital - Yamaha®	\$279.00

\* Hot Buys are offered as special intensives during Shows and are available only during special times. Contact your Sales Rep for more information.

## Depth Sounders



12850	Depth Sounder (Transom Mount)	Euro Black	\$72.00
13750	Depth Sounder (Transom Mount)	Chesapeake Black SS	\$72.00
13850	Depth Sounder (Transom Mount)	Chesapeake White SS	\$72.00

## GPS Speedometers



32816	Speedometer (GPS)	Euro Black	\$48.50
33147	Speedometer (GPS)	Dress White	\$48.50
33749	Speedometer (GPS)	Chesapeake Black SS	\$48.50
33839	Speedometer (GPS)	Chesapeake White SS	\$48.50

Special pricing only available to show orders on day of show!

Show specials encourage  
Dealers to pick up SKUs.

Dealers can get up to 10% saving  
while at show.

## Freight

Starting in January 2017, Faria Beede will prepay the freight on qualifying orders.

- Shipments within the Continental USA - surface freight is prepaid on all orders \$1250.00 or greater.
- Shipments outside the Continental USA - surface freight is prepaid to the border on all orders \$1250.00 or greater.

## Drop Shipment Program

Faria Beede can drop ship a customer's special order request in the event you are temporarily out of a particular item enabling you to fill your customer's needs.

- There is a minimum order fee of \$30 on orders under \$150.
- All items on a drop ship order must have the same destination.
- US freight charges will be prepaid and added to your invoice.

## Purchase Level Savings

Faria Beede provides a purchase level discount program.

**When you purchase items in greater quantity, you save approximately 10% off the standard price.** To qualify for the quantity discount you must purchase qualifying quantities on a single purchase order.

**2-inch** instrument receives the quantity discount when ordering **6 or more** units per order

**4-inch** instrument receives the quantity discount when ordering **4 or more** units per order

**5-inch** instrument receives the quantity discount when ordering **4 or more** units per order

## Terms

The following terms are available on orders placed by December 31, 2016 for delivery by January 31, 2017.

Net	90 Days
.5%	60 Days
1%	30 Days
1.5%	10 Days

## Co-op

Promotional assistance is available to distributors participating in the dating program. All layouts must include the Faria Beede logo, and be approved prior to printing. The logo can be downloaded from the Faria Beede website - [www.FariaBeede.com](http://www.FariaBeede.com)



### Printed Materials Assistance

A portion of paid purchases, up to 2%, during the period of January 01, to December 31, can be applied to the following;

- Advertising credit up to \$100 per existing color catalog page and \$200 per new color catalog page.
- Direct mail program for printing and mailing cost.
- Statement stuffers are available upon request.
- Consumer/Dealer Catalog ads

Please contact your Faria Beede representative for qualifying levels.

## Calendar Year Pricing



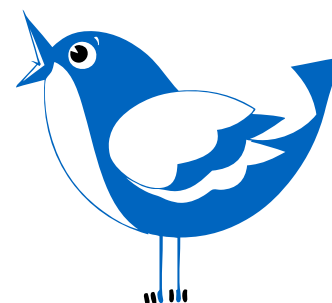
**You've asked for it** and here it comes.

Starting January 01, 2017

Faria Beede will begin the new years pricing. All After market Price lists will be effective from January to December.

Get your orders in early and save. Starting January 1st all Faria Beede prices will be going up. So save now.

**Get your orders in before 12/31/16 and save.**





# New Products

## Artwork

Most of our high resolution images can be found on our website under the "Downloads" tab. Go to the "Resellers Files"

Use the **username**: open and **password**: guest

Or you can go to:

<http://www.FariaBeede.com/distributor-files>

If you can not find the images you need there please contact the Marketing Department directly.

e-mail: [Faria@FariaBeede.com](mailto:Faria@FariaBeede.com)

tel: 860.848.9271 extension 1285

## New Items Guaranteed Sale

Faria Beede offers a 2% return allowance with offsetting orders.

## Return Non-Performing Inventory

Faria Beede offers an annual stock leveling return program. This program assists Dating participants to balance stock levels with current production instrument.

- A maximum 2% of the last 12 months net paid purchases can be returned.
- Returns must be pre-approved and returned with a Return Goods Authorization (RGA) number.
- Returns **must be authorized** and received between; July 01, 2017 and July 31, 2017
- Returns will be subject to a 25% restocking charge. 15% restocking charge for returns accompanying a stock order of equal or greater value is placed.
- Account balance must be current prior to return.
- Returned product must be listed in the current price sheets.
- Returned product must be in as-new condition in original packaging.
- All freight must be freight prepaid.

## Price List

Faria Beede After market pricing supports the NMDA pricing standard. For more information contact Faria Beede directly.

The new price list will be distributed in November.

## Heavy Duty Styles



## Programmable Tachometer

Available for Diesel and Gas engines.



## Featured



EntelNet Wi-Fi Module



GPS Speedometer



Boxed Sets

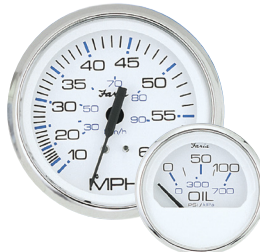


Depth Sounders

## Classic Styling



Chesapeake Black SS



Chesapeake White SS



Coral



Dress White



Essex Contour



Euro



Euro White



Euro Beige SS



Kronos



Heavy Duty - Black



Heavy Duty - Silver



Platinum



Professional Red



Spun Silver



Digital Black Fade



GPS Antenna

## Here is what you can expect from Faria Beede

- Quality innovative products.
- A wide variety both in styling and design.
- Competitive pricing policies.
- Direct mailing to dealers and distributors.
- An aggressive regional distributor program.
- Knowledgeable sales support.
- Marketing Assistance.
- Enough stock on hand to provide timely deliveries.
- Drop ship gauges to distributors and dealers.
- A commitment to expand the OEM boat builders market to ensure a greater population of Faria Beede Instruments, domestically and internationally.
- We will back up all of our Marine instruments with a Limited Warranty.
- A Customer Service Department staffed by technical experts.
- A web site on the internet to further our efforts in Customer Service.
- Responsive order processing.

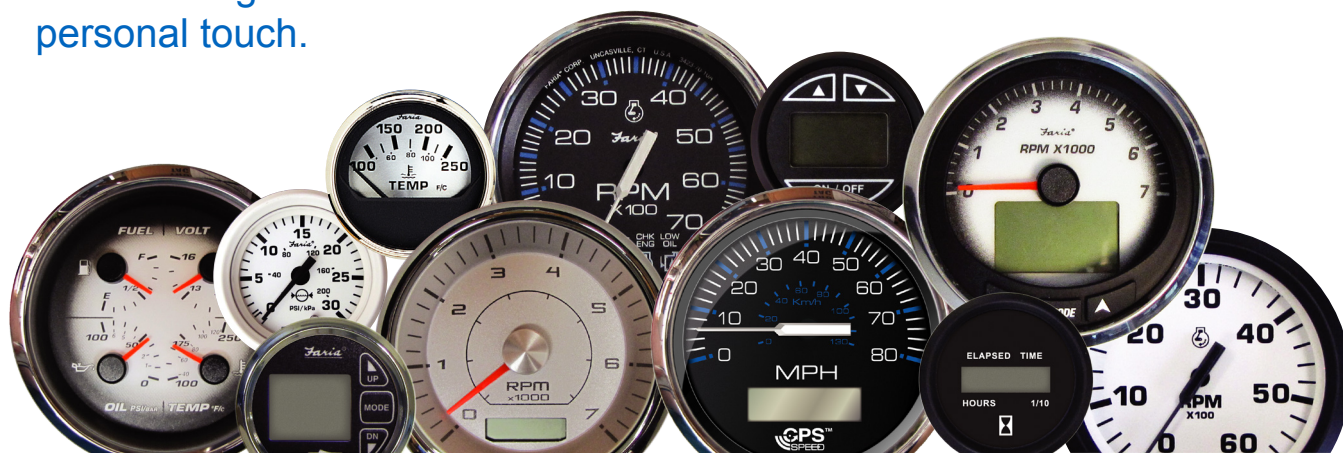


## *The Faria Beede Advantage*

- Unsurpassed styling and design for all market segments
- Engineering innovation
- Quality dependable products
- Brand name recognition
- The best value in the marketplace
- Better margins to increase your profitability
- Volume-based pricing policy
- Special OEM boat builder bulk program
- No minimum order policy
- Prompt order processing
- The best warranty in the marine industry
- The choice of the World's leading boat manufacturers.

Large enough to supply  
the world . . .

... Small enough for the personal touch.





Marine After market (FMI) Distributor Sales:	800.354.2001
Uncasville, CT:	860.848.9271
FAX:	860.848.2704
Customer Service & Warranty Issues:	800.473.2742

## Marine Sales



**Frank Ahlbin**

Marine Sales Manager  
franka@fariabeede.com  
ext. 1303



**Bob Chayrigues**

After market Marine Sales  
bobc@fariabeede.com  
ext. 1262



**John Alexopoulos**

OEM Sales Manager  
johna@fariabeede.com  
ext. 1301

## Order Processing



**Sam Fortes**

ext. 1208

A dedicated warehouse distribution facility has a complete inventory of after market products ready to serve your needs.

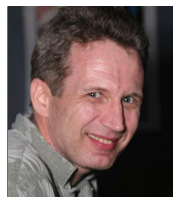
- No minimum order policy.
- Each order under \$150 incurs a \$30 special order charge.

## Corporate Contacts



**Jason Blackburn**

V.P. Sales and Marketing  
ext. 1212



**Ola Soderquist**

CFO  
ext. 1223



**Thomas Wedegis**

Marketing Coordinator  
thomasw@fariabeede.com  
ext. 1285

## Customer Service & Warranty



**Jason Clark**

Customer Service Manager  
customerservice@fariabeede.com  
ext. 1229  
800.473.2742

**Send all orders to: [orders@FariaBeede.com](mailto:orders@FariaBeede.com)**  
**[www.FariaBeede.com](http://www.FariaBeede.com)**



**Made in the USA**  
Uncasville, Connecticut



Faria Beede Instruments, Inc.  
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