

Even more reasons to join

You'll be numbered amongst the very best

Being a Monroe Safety Specialist shows your customers that you recommend and install Australia's leading brand of shock absorbers.

Your business is featured on the high profile Monroe Safety Specialist 1800 hotline

When we advertise ourselves, we advertise you. You get to tap in to the benefits of all our local and national advertising and promotional activity with the 1800 Safety Specialist hotline included in our communications.

You'll be listed on the Monroe website dealer locator

At Monroe's corporate site, customers looking for recommended businesses can access your details 24/7.

Your own on-line presence

Monroe will provide you with a dedicated web page that includes all your business details, location, services and even a photo! It's an easy and inexpensive way to get your business on the internet.

Access to advertising and marketing support

We're on your side. That's why we make a range of professionally produced advertising and marketing materials available to you free of charge.

Keep up to date with Drive and Growl Newsletter

Monroe's newsletter gives you the very latest news on products, applications and promotions - plus a little bit of industry happenings. You'll also have access to the on-line library of back issues and technical tips in the 'members only' section of the Monroe web site.

A ringing endorsement

We'll supply you with a certificate highlighting your standing as a Monroe Safety Specialist. It tells your customers that you're recognised as a professional who knows the vital role shock absorbers play in automotive safety.

Your membership will pay for itself

On-selling the Commodore struts in your welcome pack will cover the cost of your membership straight away - just one customer and you're already in front!

You're part of a winning team

The Safety Specialist materials you display in store will help to boost your customer's confidence in your skills and knowledge. The Monroe brand is Australia's favourite shock absorber for all the right reasons and your customers will appreciate you not risking their safety with a cheap and possibly inferior alternative.



When the road ahead looks rough, you can rely on Monroe for a smoother ride.



Technology Driven Safety

Enjoying all the benefits of becoming a Monroe Safety Specialist is easy. Simply fill out the enclosed membership signup form or call the Monroe head office today on (08) 8374 5205.

www.monroe.com.au

MONROE
SAFETY SPECIALIST
PROGRAM 2009



MONROE

We all know that a competitive edge can make all the difference to the future of your business. As a Monroe Safety Specialist, you'll have that competitive edge...

The 2009 Monroe Safety Specialist Program

At Monroe, we recognise the vital importance of supporting the tradespeople and businesses that support us. That's why we're inviting you to become a Monroe Safety Specialist.

The Monroe Safety Specialist Program gives you the endorsement and support of the world's leading brand of shock absorbers. We'll help you to identify more opportunities and actively support you by encouraging consumers to seek your services and advice.

What's in it for you?

No matter if you're a current member or joining us for the first time, for an outstanding dealer support program it's hard to go past the Monroe Safety Specialist Program. For a very modest investment of \$150 per annum, you'll get a whole lot of support and some great Monroe product and merchandise.

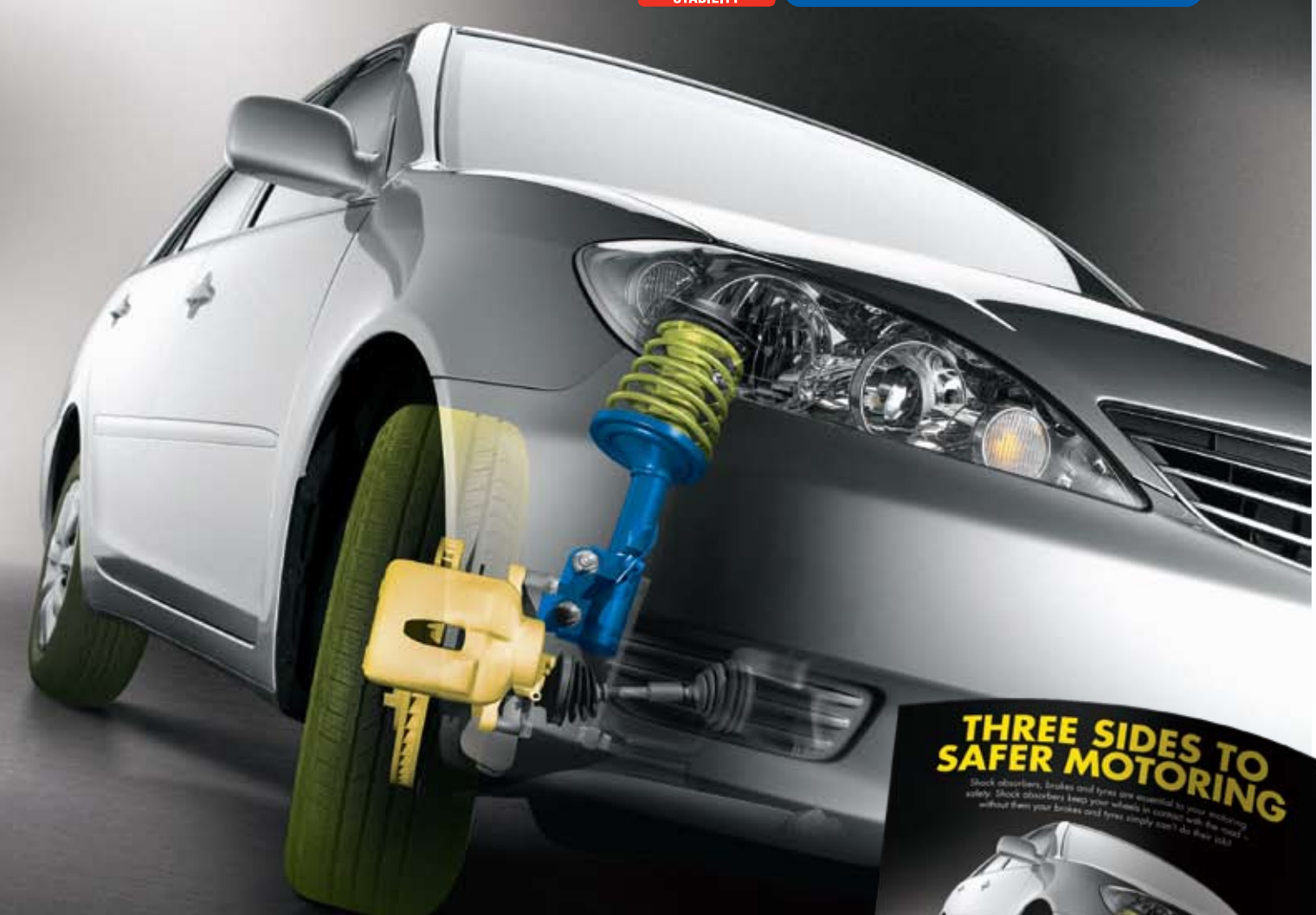
Firstly, you're recognised as being amongst the very best, selling and fitting the world's best shock absorbers.

As soon as your membership is approved, we'll send you a welcome pack valued at over \$350. In it you'll find:

- 2 x Commodore front struts (Part numbers 35-0393 & 35-0394)
- 2 x Monroe Polo shirts
- 1 x End sign wall flag
- 1 x Monroe Cap
- 3 x Monroe shock absorber keyrings
- 5 x Monroe pens

Simply on-sell the struts and you're already in front!

We'll also make the entire Monroe technical database available to you on-line. It's an extensive library of tips and solutions to make your job easier and your customers safer.



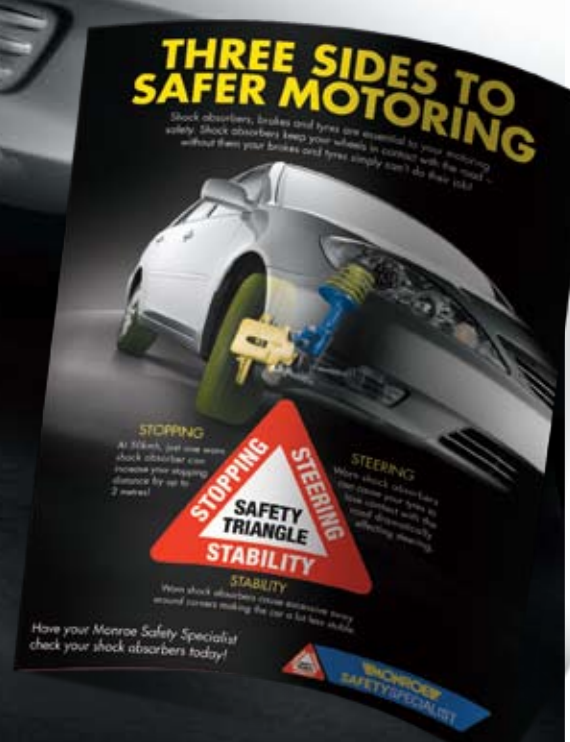
Generating sales with the Safety Triangle.

Recent testing of over 16,500 vehicles has shown that half of all vehicles with odometer readings of over 100,000km have at least one seriously worn or damaged shock absorber.

And while that's cause for concern - that's good news for your business.

For your customers to drive with maximum safety, they need to be aware of the 'Safety Triangle' - the interconnection of brakes, tyres and shock absorbers.

As a Monroe Safety Specialist, we'll supply you with special 'Safety Triangle' point of sale material so you can educate your customers on the potential dangers - and increase business opportunities for yourself!



Monroe Safety Specialist membership signup form

To ensure that we, and your customers, can accurately contact you please fill in your details clearly and correctly, tear off this form and mail back with your cheque/money order to:

Monroe Safety Specialist
PO Box 61
Melrose Park SA 5039

Business Name:

Business Type: Installer / Reseller / Both

Address:

(For website & 1800 no.)

Suburb..... **State**..... **Postcode**.....

Members Name:

Members Position:

Polo shirt sizes required in pack: (Sizes M - XXL) Polo shirt (1)..... Polo shirt (2).....

Additional Postcodes:

When potential customers are online or on the 1800 number they are directed to their closest installer through a postcode search. To widen your appearance to more customers simply add nearby postcodes to your listing below. (\$5 per additional postcode. Maximum of 20 can be selected).

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Total postcode cost: \$

Additional Merchandise:
If you wish to purchase additional items, please fill out the boxes below.

Item:	Price Each	Qty:	Shirt Size M-XXL	Total Price:
Monroe Wall Flag	\$30			
Monroe Safety Specialist Polo Shirt	\$35			
Total Cost:				

Phone: () **Fax:** ()

Email: **Web Address:** www.....

Membership cost: \$150.00 (GST inclusive) **Additional postcode cost:** \$

Merchandise cost: \$ **Cheque enclosed for:** \$

Monroe representative:

Thank you for becoming a Monroe Safety Specialist.

Conditions: 1. One membership per business 2. Membership lasts for 12 months, starting from the date of cheque clearance 3. Website and 1800 number listings will be updated fortnightly 4. Some advertising aspects are subject to change 5. Monroe reserves the right to refuse membership to this program.

