



Dealer Information Package





TRUCKBOSS is the most advanced Truck Deck System in the market today.

Designed to fit full size pick-up trucks regardless of box length, TRUCKBOSS is made entirely from extruded and anodized aluminum giving it unequalled strength, endurance, and flexibility.



TRUCKBOSS 6 Fits all full size trucks with 5' Bed Sizes



TRUCKBOSS 7 Fits all full size trucks with 6' Bed Sizes

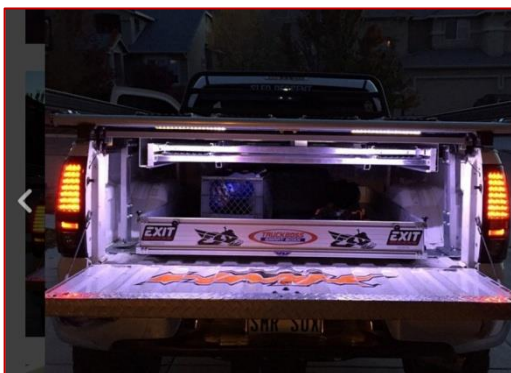


TRUCKBOSS 8 Fits all full size trucks with 8' Bed Sizes

The unique design allows TRUCKBOSS to seal to the rails of the truck box creating a weather tight seal, and when the tailgate is locked, a vault for valuable gear and equipment. Industry exclusive storage options such SMARTBOXX make the space under the deck even more valuable



TRUCKBOSS features industry leading dry and secure under deck storage



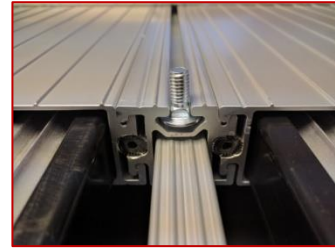
With SMARTBOXX under deck storage is easier and more convenient than ever!!



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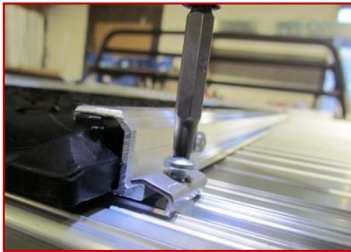
The capture channels incorporated into the surface and sides of the deck play a key role in adding accessories that are simply not available with any other deck system.

Additional mounted accessories include dirt bike chocks, bicycle racks, roof top tents, numerous lighting options, and anything else you can dream up.



Just add a carriage bolt to any TRUCKBOSS capture channel to add accessories.

You never have to drill a hole in the deck!!



Capture channels are used to add popular add-on such as carbide kits, deck hooks, and lights.

TRUCKBOSS also exclusively offers winch loading. The 3500lb wired/wireless winch allows users to load and unload in the safest possible manner. The winch makes it possible for users to load snow bikes and personal watercraft using the TRUCKBOSS FLEXXLOADER system.. At the end of the day TRUCKBOSS allows users to safely carry and load snowmobiles, ATV's, Side by Sides, and Personal Watercraft in style!



Exclusive to TRUCKBOSS – Winch Loading is safe, easy and convenient!!



At TRUCKBOSS we take great pride in in the fact that

WHATEVER YOU RIDE ... WE CARRY!

.... We are much more than a 'Sled Deck' we
are the only true TRUCK DECK System
on the market today

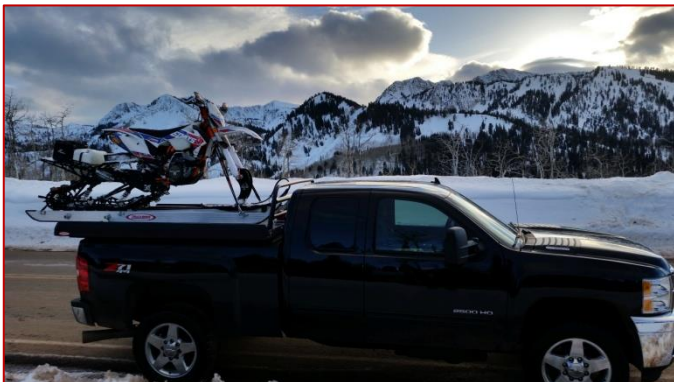
SNOW APPLICATIONS

Carry up to 2 Snowmobiles



OPTIONS

- ✓ Carbide Kit
- ✓ Tie Downs
- ✓ Flip Extensions
- ✓ Lighting Options
- ✓ Caliber Options
- ✓ Winch Kit
- ✓ SMARTBOXX
- ✓ FLEXXLOADER Snow Bike





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UTV APPLICATIONS



OPTIONS

- ✓ Tie Downs
- ✓ Flip Extensions
- ✓ UTV Fixed Extension
- ✓ Lighting Options
- ✓ Caliber Options
- ✓ Winch Kit
- ✓ SMARTBOXX
- ✓ Base Deck Option





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WATER APPLICATIONS

Carry 2 Sit Down PWC's or 3 Stand Up PWC's



OPTIONS

- ✓ FLEXXLOADER – 2 Sizes
- ✓ Tie Downs
- ✓ Flip Extensions
- ✓ Lighting Options
- ✓ Buggy Systems
- ✓ Winch Kit
- ✓ SMARTBOXX





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ATV APPLICATIONS

Carry up to 2 ATV's



OPTIONS

- ✓ Tie Downs
- ✓ Flip Extensions
- ✓ Lighting Options
- ✓ Caliber Options
- ✓ Winch Kit
- ✓ SMARTBOXX





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OTHER APPLICATIONS





We are constantly developing new applications for our decks, and in doing so, are opening new and exciting markets. In addition, we have developed new work truck applications (eg. Fire Truck) that have huge untapped market potential.



As a company we are dedicated to providing the highest quality products with exceptional customer service. We do not sell an inexpensive or cheap product, and recognize that there are lower dollar alternatives out there (eg. trailers). However, we feel that we offer a unique alternative to what is out there and the best value in the market...hands down.





WE WANT YOU!

We are looking for dealers and installers who want to work with us to service both existing and new markets.

Our ideal dealer is both dedicated and entrepreneurial.

Our dealer strategy is quality over quantity.

What we are looking for;

- Dealers that hold inventory to meet customer demands. Inventory requirements are reasonable and based on each dealer's unique situation.
- Dealers that offer installation services This is a high margin business and a great way to connect with new customers for other product offerings.
- Ideally dealers are in one of the following businesses; power sports dealer, truck up-fitter, or service, or in a vertical work truck market (fire, forestry, survey)
- Dealers have intentions of marketing the TRUCKBOSS product line to the markets they serve.
- Installers in key market areas to install and service TruckBoss product line.





WE WANT YOU!

What We Offer

- 1 Strong product margins. The more you sell the more you make...

Install Center

Install Center Pricing (-10% off of MSRP for referrals on TRUCKBOSS Deck Orders),

Requirements:

- i. Shop space to adequately provide installation of the TRUCKBOSS Product line
- ii. Customer referral to TruckBoss USA, we will handle the sales part and pay you a referral fee
- iii. No Minimum order of TRUCKBOSS Decks
- iv. Typical Install can charge out \$500.00 to \$700.00 per deck. You set installation pricing

Standard Dealer

Standard Dealer Pricing (-16% off of MSRP + Up to 5% Freight Allowance on TRUCKBOSS Deck Orders), Requirements:

- i. Demo Deck/Truck or the means to effectively show the TRUCKBOSS Product line.
- ii. Ability to install TRUCKBOSS Deck Systems
- iii. Covered Storage for TRUCKBOSS Parts and Accessories Dealer Pricing Parts -16% off list \$\$
- iv. 2 - 4 TRUCKBOSS Decks per year to maintain pricing

Gold Dealer

Gold Dealer Pricing (-20% off of MSRP + Up to 5% Freight Allowance on TRUCKBOSS Deck Orders), Requirements:

- i. Demo Deck/Truck or the means to effectively show the TRUCKBOSS Product line.
- ii. Ability to install TRUCKBOSS Deck Systems
- iii. Covered Storage for TRUCKBOSS Parts and Accessories Dealer Pricing Parts -20% off list \$\$
- iv. 5 - 20 TRUCKBOSS Decks per year to maintain pricing

Platinum Dealer

Platinum Dealer Pricing (-25% off of MSRP + Up to 5% Freight Allowance on TRUCKBOSS Deck Orders), Requirements:

- i. Demo Deck/Truck or the means to effectively show the TRUCKBOSS Product line.
- ii. Provide at least one Installation Bay and the ability to install TRUCKBOSS Deck Systems
- iii. Covered Storage for TRUCKBOSS Parts and Accessories. Dealer Pricing Parts -25% off list \$\$
- iv. Actively participating in 3 trade shows per year or demo events.
- v. 20 or more TRUCKBOSS Decks per year to maintain pricing



WE WANT YOU!

What We Offer

- 2 Strong service margins - Installation and implementation of the TRUCKBOSS deck system is a high margin bonus to the initial sale!

Installation Time Recommendations

Install TRUCKBOSS Deck	3hrs
Install Deck Extension	1hr
Install Carbide Kit	1hr
Install Winch	2hr
Install SMARTBOXX	1hr
Install LED light	2hr
Install double rail system	1.hr

- 3 The TRUCKBOSS deck system has been designed to be easy to ship. All decks ship by LTL trucking.





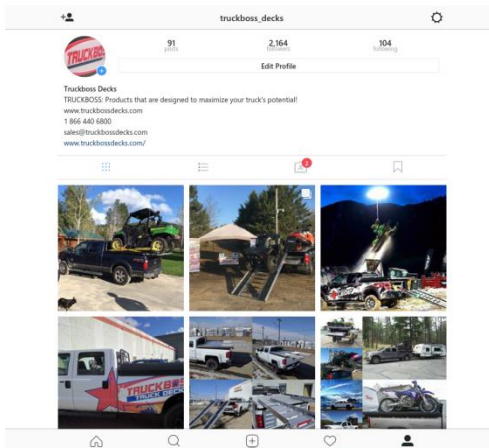
WE WANT YOU!

What We Offer

3. Dedicated dealer support resources; this includes selling and technical support.

- ✓ We are dedicated to making our dealers a success with TRUCKBOSS.
- ✓ Our sales team will help you prepare quotes, deal with customer requests, and offer advice.
- ✓ We will provide technical assistance
- ✓ Referrals from our sales team

3. Integration into our web and social media programs





WE WANT YOU!

What We Offer

4. Brochures and Sales materials. Custom materials are provided based on volume. In addition, we provide artwork to assist you in your marketing efforts.
5. Technical assistance and training for installation of TruckBoss products.
6. Integration into our sponsorship program. With these programs we sponsor pro riders from multiple sports. To assist dealers an attempt is made to sponsor 'local pros'.
7. Trade Show support. This can take the form of show specials, selling materials, give aways or a manufactures rep there to help you sell.

**We want to see you succeed as a TRUCKBOSS dealer.
Any support and advice we can give is only a phone
call or email away.**

866-440-6800

rcook@truckBossusa.com