

1 August 2025

To: All Australian Bourgault Dealers
Attn: Dealer Principals, Sales & Marketing Teams
From: Bourgault Australia – Marketing

MB#13-2025

Demonstration Program for 2026

Effective Program Ordering Period:

1 August 2025 – 31 October 2025

With **interest free terms up to 31st March 2027**, it's never been easier to display and demonstrate Bourgault equipment to your customers and grow your business!

That's up to, 365 days – interest free!

Let's get growing!

MB#13-2025 Program Highlights

Ordering & Pricing

- Orders for demonstration units are to be submitted prior to **31st October 2025** with delivery to dealership for demonstration and display prior to 31st March 2026.
- Units ordered under Program MB#13-2025 will be invoiced to the dealer's DLL account, net of all applicable discounts, with **interest free terms to 31st March 2027**.
- Order **confirmation fees are not required** when placing orders for demonstration units under MB#13-2025.
- Pricing structure will be the current Recommended Retail Price (RRP), less qualified Dealer Volume Scheme (DVS), less a demonstration allowance of 6%.

Demonstration Program for 2026	
Recommended Retail Price	Ex. GST
Less Dealer Margin (DVS)	-20% to -24%
Less Demonstration Allowance	-6%

- All units will be price protected, based on the retail price in effect at the time of the original order. In a typical trading environment this would ensure price competitiveness as retail prices generally move upwardly. However, it should be noted that, in the event of un-favourable economic circumstances, downward retail price corrections due to international monetary exchange rates or a re-structuring of standard dealer margin mechanisms, the invoiced amount will remain unaltered.
- Dealers ordering Bourgault machine options that will be fitted to non-Bourgault machines as part of the demonstration package will be required to purchase such items up front.
- Dealers are responsible for freight and pre-delivery costs.

Qualifying Products

- This program applies to serial numbered Bourgault products listed in the current Bourgault Australian Product Book, subject to availability.
- Mid-Row Banders, attachments or accessories, can be included only when ordered as part of a complete machine.
- Dealers may fit third party components such as knife points, seed shoes, electronic controllers, etc. at their own cost if approved by Bourgault at time of order.

Demonstration

- Demonstration units should not exceed a maximum of more than 3 days on any individual customer's property.
- Demonstration units are not to be used for hire. The interest free period of the demonstration units will terminate immediately, and full settlement will become due if the units are found to have been hired out.
- A maximum of one demonstration combination per dealership location is permitted, subject to product availability. (Drill & Air Cart is considered as a combination unit).
- Demonstrations may only be conducted within the dealers' recognised trading area.

Floorplan

- Participating dealers are required to have a De Lage Landen (DLL) financial solutions account set up for Bourgault products and with sufficient limits to be able to carry the demonstration units as well as conduct normal business for all retail sales.
- Your Bourgault floor-plan provider (DLL) must agree in writing to allow demonstration units to be offsite from the dealer's premises and in use.
- All demonstration units must remain in the dealer's possession until settled in full to DLL, otherwise they may be considered "sold out of trust" or "unsecured".
- Once retailed, Dealers must notify Bourgault Australia and DLL by writing (e-mail) as soon as possible.
- Following notification of sale, Bourgault will reduce the interest free terms to 30 days to allow sufficient time to conclude arrangements for delivery and settlement.
- The dealer must settle their account for retailed demonstration units with DLL, in full, prior to delivery to the customer.
- Any demonstration units that are unsold at the end of the interest free period will remain on the dealers' DLL account with interest charges and curtailments as stipulated in the dealers DLL floorplan contract.

Insurance

- Dealers must ensure that they have adequate accident and public liability insurance and that their demonstration units are registered with their policy provider. **A copy of the insurance cover note must be provided to Bourgault as well as to the floor-plan provider (DLL).**

Maintenance & Warranty Provision

- It is the dealer's responsibility to maintain demonstration units in good working order and strive to always protect them from the elements.
- Equipment failures due to faulty materials or workmanship that might occur during the demonstration period may be claimed for even though the units will not have been registered within the warranty system.
- MB#13-2025 demonstration units retailed within the interest free period (until 31st March 2027) will qualify for Bourgault Australia's 3-year (limited) warranty policy.
- MB#13-2025 demonstration units retailed beyond 31st March 2027 will qualify for a 12-month warranty policy only.

Your Bourgault Territory Manager is ready to assist with your promotional activities, and we encourage every dealer to utilise this support to achieve their marketing objectives. As always, please do not hesitate to call Darren, Mark or any member of the Bourgault Marketing Team if you require any clarification on the enclosed program.



Darren Brouwer
Operations Manager - Western Australia



Mark Harrison
Operations Manager - Eastern Australia

Order Confirmation Fee

- Order **confirmation fees are not required** when placing orders for demonstration units under MB#13-2025.

Account Details for Confirmation Fees:

- BSB Number: 346-021
- Account Number: 149661-001
- Account Name: Bourgault Australia

Standard Terms & Conditions

- All program discount options are exclusively subject to the specific conditions set out within the option section as well as all Standard Terms and Conditions.
- All program options are valid only when deducted after the standard dealer discount as determined by the Dealer Volume Scheme (DVS) program.
- Where it is permissible for multiple program options to be used in combination ("stacked"), they can only be deducted sequentially ("one after the other") in the numeric order set out in the program. They must not be combined into one percentage figure.
- Bourgault Australia Pty Ltd and its representatives will always, in good faith, strive to provide clear and accurate information relating to the conditions of this Marketing Bulletin. The company will not be held responsible for misinterpretation of this Marketing Bulletin.
- Bourgault Australia Pty Ltd reserves the right to replace or modify the terms, discounts and policies as well as Marketing Bulletins and Marketing Programs by providing a minimum 24 hour written notice by email or facsimile to all authorised Bourgault dealers.
- Where available stock is limited only a valid written purchase order will be accepted with a confirmation fee to secure the unit on a "first past the post" basis. Verbal notification will not be sufficient.
- The incentives are applicable to the base unit and to additional options applicable to the base that are ordered as part of the original order. Changes to the original order may change the discount structure of the entire order, especially in the case of indent order items. Contact Darren or Mark to discuss order changes.
- Options added after assembly has commenced or after dispatch will be treated as separate orders and provided to dealers as "aftermarket options" thus qualifying only for the 20% base dealer discount.
- Dealers may request a hold on specific inventory machines for a maximum of 3 business days to allow a prospective purchaser sufficient time to arrange financing. All requests to hold machines must be in writing including the purchaser's name and be emailed to dbrouwer@bourgault.com or mharrison@bourgault.com
- Dealer held stock ordered under a previous Marketing Bulletin or Marketing Program will typically have been invoiced net of all applicable discounts and therefore would not qualify for additional incentives offered under this program. Contact Darren or Mark if you have questions relating to a specific dealer stock unit.
- Bourgault will aim to dispatch new machine orders to dealers as soon as they are available, these machines will be invoiced through De Lage Landen with interest free terms to coincide with the program settlement dates.
- Machines invoiced to dealers through their De Lage Landen facility will be invoiced net of all program discounts and confirmation fees held.
- Dispatch from Bourgault warehouse to dealership must be arranged within 7 days of notification that assembly is complete. Machines will be invoiced through De Lage Landen or directly to the dealer after the 7-day notification period expires. Failure to accept delivery when advised may also result in loss or reduction of the Marketing Bulletin or Marketing Program incentive.
- Special provisions may be available for dealers with other floor plan facilities; please contact Darren or Mark to discuss arrangements prior to submitting orders for new machines.
- Dealers without a De Lage Landen or other floor plan facility, or dealers that have exceeded their facility limits, are required to settle machine invoices in full prior to dispatch from Bourgault warehouses.
- All machines dispatched from Bourgault warehouses direct to the retail purchaser must be settled in full prior to dispatch. Floor plan facilities are only applicable for machines stored on the dealership's secured premises.
- All machines dispatched from Bourgault facilities become the dealer's responsibility as it leaves the warehouse gate. It is the dealer's responsibility to provide insurance for goods in transit or to ensure that the transport company that has been engaged to transport the goods has adequate insurance coverage.