

1 October 2025

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

MB#17-2025

October Stock Reduction Offers (SRO)

Effective Program Ordering Period:

1 October 2025 – 31 October 2025

This month we continue with some exceptional stock reduction deals that offer your customers a fantastic opportunity to update their seeding equipment for next season at extraordinary prices.

As before, these offers are outside of our Regular Monthly Programs and Dealer Volume Scheme and represent the total discount applicable off Recommended Retail Price for these specific machines. **Please use the online pricer to configure your unit and then liaise with your TM to add the applicable discount to the quote and discuss any interstate freight costs.**

Stock Reduction Offers

Type	Model	Reference	Location	Special Discount
Cultivator	8910-30	43973CU-01	Albury	50%
Frame Mounted Seeder™	HD848-8 (FLOAT)	44320HD-03	Albury	40%
ParaLink™ Coulter Drill	3720-50	44690AC-01	Albury	35%
ParaLink™ Hoe Drill	3335-60HF (QDA)	44477PH-03	Albury	35%
ParaLink™ Hoe Drill	3335-80HF (QDA)	44707PH-02	Kelmscott	35%
ParaLink™ Hoe Drill	3335-80HF (QDA)	44707PH-05	Kelmscott	35%
ParaLink™ Hoe Drill	3335-80HF (QDA)	44707PH-06	Kelmscott	35%
Air Hoe Drill	5810-42	44524AH-01	Kelmscott	35%
Air Hoe Drill	5810-42	44524AH-02	Kelmscott	35%
Frame Mounted Seeder™	CD848-8 (FLOAT)	44349CD-05	Albury	35%
Frame Mounted Seeder™	CD848-8 (FIXED)	44532CD-02	Albury	35%
Frame Mounted Seeder™	CD872-8 (FLOAT)	44342CD-02	Kelmscott	35%

Click here to check updated availability:

[Stock Reduction Offers](#)





Rig Deals Combination Offer

**Conditions apply; see Program Qualifying Products*

Stock Reduction Offers (SRO)

Rig Deals Combination Discount

2.0%

Our 2% “Rig Deals” discount does **not** apply to Stock Reduction Offer (SRO) units, however, for eligible customers purchasing a Stock Reduction unit in combination with any new Bourgault Air Cart you may apply the “Rig Deals” discount to the Air Cart (only).

Below are examples of how to apply your rig deal discount.

Rig Deals	SRO Unit	Standard Unit
Recommended Retail Price	Ex. GST	Ex. GST
Less Dealer Margin (DVS)	N/A	-20% to -24%
Less October EOP Option	N/A	-4% or -2%
Less Stock Reduction Offers (SRO)	-35% to -50%	N/A
Less Rig Deal	N/A	-2%

MB#17-2025 Program Qualifying Products:

- Eligible “Stock Reduction Offer” units are only those machines listed within the table on page 1 of this program.
- “Rig Deals” discount cannot be deducted from “Stock Reduction Offer” units.
- “Rig Deals” discount is valid only when a new Bourgault drill or cultivator, is purchased and delivered in combination with a Bourgault Air Cart from Bourgault Australia to a single trading entity (with identical ABN).
- Eligible “Rig Deal” units must be serial numbered Bourgault products, ordered new from Bourgault Australia (including any machine options or attachments when fitted to the Bourgault serial numbered machine as part of the initial order).
- FMS products are excluded from the “Rig Deals” discount.

As always, please do not hesitate to call Darren, Mark or any member of the Bourgault Marketing Team to confirm availability or if you require any clarification on the enclosed program.

Darren Brouwer
Operations Manager - Western Australia

Mark Harrison
Operations Manager - Eastern Australia



Order Confirmation Fee

- An order confirmation fee of **\$10,000** per serial numbered machine complete with attachments is required **within 14 days of order** to secure product, price protection, program incentives and build slot.
- Orders secured with the correct confirmation fee will take precedence over any prior orders received by Bourgault without the appropriate confirmation fee.

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.
- Once the unit has been invoiced, transfer of ownership occurs, as such the dealer is at that time responsible for insurance.