



**Toro Snow Products
Dealer Program - US**

2012 / 2013

– Confidential –

**Booking Orders and Point of Sale Kit Orders
Due by April 30, 2012**



2012 Snow Products Dealer Direct Pricing

2012 Toro Snow Products - Dealer Direct Pricing

SNOW PRODUCTS

Model	Description	Shipping Weight	"A" Pricing	"B" Pricing	Suggested Promo	Suggested Retail
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<<< DEALERS ORDER ELECTRIC SNOW DIRECTLY THROUGH PARTS >>>

Electric Snow

Power Shovel

38361	Power Shovel	19	\$83.49	\$83.49	\$99.99	\$119.99
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Power Curve

38371	1500 Power Curve	32	\$159.99	\$159.99	\$199.99	\$219.99
38381	1800 Power Curve	33	\$231.89	\$231.89	\$299.99	\$319.99

Single Stage Snow

Power Clear

38272	Power Clear 418 ZR	62	\$295.19	\$309.95	\$359.99	\$399.99
38282	Power Clear 418 ZE	66	\$327.99	\$344.39	\$399.99	\$439.99
38451	Power Clear 621 R	93	\$399.99	\$419.99	\$499.99	\$559.99
38452	Power Clear 621 E	98	\$455.99	\$478.79	\$569.99	\$629.99
38454	Power Clear 621 ZE	98	\$535.99	\$562.79	\$669.99	\$729.99
38458	Power Clear 621 QZR	95	\$535.99	\$562.79	\$669.99	\$729.99
38459	Power Clear 621 QZE	100	\$615.99	\$646.79	\$769.99	\$829.99

Two Stage Snow

Power Max

37770	Power Max 724 OE	191	\$675.99	\$709.79	\$799.99	\$899.99	
37771	Power Max 726 OE	193	\$760.49	\$798.52	\$899.99	\$999.99	
37772	Power Max 826 OE	195	\$844.99	\$887.24	\$999.99	\$1,099.99	
38661	Power Max 926 OXE	**Limited Quantities**	268	\$1,119.99	\$1,175.99	\$1,399.99	\$1,499.99
38663	Power Max 1028 OXE	**Limited Quantities**	268	\$1,359.99	\$1,427.99	\$1,699.99	\$1,799.99

Two Stage Snow

Power Max HD

38660	Power Max HD 928 OE	268	\$1,039.99	\$1,091.99	\$1,299.99	\$1,399.99
38664	Power Max HD 926 OXE	287	\$1,199.99	\$1,259.99	\$1,499.99	\$1,599.99
38674	Power Max HD 1028 OXE	292	\$1,439.99	\$1,511.99	\$1,799.99	\$1,899.99
38680	Power Max HD 1128 OXE	294	\$1,599.99	\$1,679.99	\$1,999.99	\$2,099.99

2012 / 2013 SNOWTOWER PARTS PRICING

<u>Part Number</u>	<u>Description</u>	<u>Suggested Retail Price</u>
<u>Durable Polyester Covers for Snowthrowers</u>		
490-7464	Toro-Branded Single Stage Cover, fits CCR 2450, CCR 3650, and Power Clear models	\$39.99
490-7465	Plain Single Stage Cover, fits CCR 2450, CCR 3650, and Power Clear models	\$42.29
490-7466	Toro-Branded 2-Stage Cover, fits Power Max and Power Throw models	\$47.58
490-7467	Plain 2-Stage Cover, fits Power Max and Power Throw models	\$47.58
<u>Electric Starter Kits (Two Stage Only)</u>		
38036	Starter Kit for 5 hp Tecumseh Engine Models	\$199.99
<u>Differential Kit</u>		
38038	Differential Kit for 8 hp to 13 hp Power Shift Models Only	\$139.99
<u>Tire Chains</u>		
56-2700	For all 21" Models '92 and Newer	\$110.49
56-2700	For all 22" Models '97 and Newer	\$110.49
56-2700	For all 24" Models '87 and Newer	\$110.49
63-3040	For Models - 38556, 38558, 38560, 38570, 38580, 38590 & 38592	\$114.99
107-3813	For All Power Max models	\$109.73
<u>Drift Breakers</u>		
37-7020	21" Auger Models - 38010, 38035 & 38052	\$68.99
37-7022	22" Auger Model - 38062, 28230	\$68.99
37-7021	24" Auger Model - 38572, 38072, 38078	\$63.99
66-7960	24" Auger on Power Shift Models and Models 38083 & 38086	\$68.99
66-7970	28" Power Shift Models	\$68.99
66-7980	32" Power Shift Models	\$68.99
107-3816	All 26" Power Max Models	\$68.40
107-3817	All 28" Power Max Models	\$71.60
<u>Light Kit</u>		
66-7941	Light Kit for all Tecumseh Power Shift Models and select Power Throw Models - 38078 & 38086	\$159.99
<u>Snow Cab Kits & Shields</u>		
68-9500	Snow Cab for All Power Shift Models	\$259.99
107-3814	Snow Cab for All Power Max Models	\$264.36
74-1190	Snow Cab Weight Kit for All Power Shift Models (required with Cab)	\$119.99
107-3815	Snow Cab Weight Kit for All Power Max Models (required with Cab)	\$131.93
95-2650	Snow Cab for 824XL Models - 38083 & 38086	\$259.99
88-0600	Snow Shield for 521, 622, 724, CCR 1000 & CCR 2000	\$159.99
<u>Miscellaneous</u>		
117-0020	Extension cord	\$12.99
74-1440-01	Skid Kit Assembly	\$22.09

NOTE:

- Please refer to OMS or the Portal for discount structure.
- Contact the Toro Parts Department for pricing on items not shown.

Parts terms apply

2012 / 2013 OIL PRICING

<u>Model</u>	<u>Description</u>	<u>Number Per Case</u>	<u>Case Per Pallet</u>	<u>Suggested Retail Price (each)</u>
<u>Toro Premium 2-Cycle Snowthrower Oil One Gallon Mix (50:1 Mix Ratio)</u>				
38901	2.6 oz Bottle	48	96	1.49
38901P	2.6 oz Bottle - Mini-Pallet (1,728 Bottles)	48	36	1.49
(2.6 oz Bottles are shrink-wrapped in 6-pack configuration)				
<u>Toro Premium 2-Cycle Snowthrower Oil Two Gallon Mix (50:1 Mix Ratio)</u>				
38902	5.2 oz Bottle	48	72	1.89
38902P	5.2 oz Bottle - Mini-Pallet (1,152 bottles)	48	24	1.99
(5.2 oz Bottles are packaged loose in case) (All 2.6 oz and 5.2 oz Bottles have individual UPC Codes on back label)				
<u>Toro Heavy Duty 4-Cycle Oil</u>				
38908	20 oz Winter	24	70	3.99
38910	32 oz Winter	12	70	3.99

Freight: Follows parts freight policies. Items with P after model number ship direct from packager, free freight in full pallet quantities only.

Terms: Parts terms apply

Note: These prices are effective November 1, 2011 and subject to change without notice. Part numbers must be specified when ordering.

Toro Dealer Program – Snow Products 2012 / 2013

	<u>Page</u>
• Gas Product Specifications	1
• Program Overview	3
• Off-Invoice Discounts	5
• Toro Exclusive Single-Stage Program	6
• Dealer Floor Plan Terms	7
• Cash Options	8
• Advertising/Merchandising	9
• Bid Program	12
• National Account Program	14
• Electric Program	16
• Electric Snow Product Specifications	19
• Electric Snow Order Form	20

2012/2013 Gas Snowthrower Specifications

Toro Single Stage				
	Power Clear® 418 ZR / 418 ZE	Power Clear 621 R / 621 E	Power Clear 621 ZE	Power Clear 621 QZR / 621 QZE
Model No.	38272 / 38282	38451 / 38452	38454	38458 / 38459
Promo Price	\$359.99 / \$399.99	\$499.99 / \$569.99	\$649.99	\$649.99 / \$749.99
Clearing Width	18"	21"	21"	21"
Clearing Height	12"	12.5"	12.5"	12.5"
Engine	87cc 4-cycle OHV Toro	163cc 4-cycle OHV Toro	163cc 4-cycle OHV Toro	163cc 4-cycle OHV Toro
Starter	Recoil / Electric	Recoil / Electric	Electric	Recoil / Electric
Fuel Capacity	1.4 Quarts	1.1 Quarts	1.1 Quarts	1.1 Quarts
Throw Distance	up to 25'	up to 35'	up to 35'	up to 35'
Capacity/Min.	up to 1100 lbs.	up to 1800 lbs.	up to 1800 lbs.	up to 1800 lbs.
Handle	Straight	Straight	Ergonomic	Ergonomic
Deflector	Zip Deflector	Friction Deflector	Zip Deflector	Zip Deflector
Chute Type	Curved Chute	Curved Steel Chute	High Capacity Polyethylene Chute	High Capacity Polyethylene Chute
Chute Control	Chute-Mounted Handle	Chute-Mounted Handle	Chute-Mounted Handle	Quick Shoot
Chute Rotation	210°	210°	210°	210°
Auger System	Power Curve Rotor	Power Curve Rotor	Power Curve Rotor	Power Curve Rotor
Drive System	Rotor Propelled	Power Propel Self-Propel	Power Propel Self-Propel	Power Propel Self-Propel
Wheels	6" X 1.5"	7" X 1.5"	7" X 1.5"	7" X 1.5"
Scraper	Stationary	Pivoting	Pivoting	Pivoting
Weight	54 lbs. / 58 lbs.	82 lbs. / 87 lbs.	87 lbs.	84 lbs. / 89 lbs.
Starting Guarantee	2-Year Guaranteed To Start	2-Year Guaranteed To Start	2-Year Guaranteed To Start	2-Year Guaranteed To Start
Warranty	2 Year Full	2 Year Full	2 Year Full	2 Year Full

Q=Quick Shoot; Z=Zip Deflector; R=Recoil, E=Electric Start

BOLD

= Step Up
Feature

Gas Product Specifications

Toro Two Stage							
	Power Max 724 OE	Power Max 726 OE	Power Max 826 OE	Power Max HD 928 OE	Power Max HD 926 OXE	Power Max HD 1028 OXE	Power Max HD 1128 OXE
Model No.	37770	37771	37772	38660	38664	38674	38680
Promo Price	\$799.99	\$899.99	\$999.99	\$1,299.99	\$1,499.99	\$1,799.99	\$1,999.99
Clearing Width	24"	26"	26"	28"	26"	28"	28"
Housing Height	20"	20"	20"	21.5"	21.5"	21.5"	21.5"
Engine	205cc B&S OHV 4-cycle	205cc B&S OHV 4-cycle	250cc B&S OHV 4-cycle	265cc Toro Premium OHV 4-cycle	265cc Toro Premium OHV 4-cycle	302cc Toro Premium OHV 4-cycle	342cc B&S OHV 4-cycle
Fuel Capacity	3.2 Quarts / 3 L	3.2 Quarts / 3 L	3.2 Quarts / 3 L	3.4 Quarts / 3.2 L	3.4 Quarts / 3.2 L	3.4 Quarts / 3.2 L	3.2 Quarts / 3 L
Starting	Electric Start	Electric Start	Electric Start	Electric Start	Electric Start	Electric Start	Electric Start
Throwing Distance	Up to 40' / 12 m	Up to 40' / 12 m	Up to 40' / 12 m	Up to 45' / 13.5 m	Up to 45' / 13.5 m	Up to 45' / 13.5 m	Up to 45' / 13.5 m
Capacity/Min.	Up to 1800 lbs. / 818 kg	Up to 1900 lbs. / 864 kg	Up to 1900 lbs. / 864 kg	Up to 2000 lbs. / 909 kg	Up to 1900 lbs. / 864 kg	Up to 2100 lbs. / 955 kg	Up to 2200 lbs. / 1000 kg
Auger System	Power Max Anti-Clogging System	Power Max Anti-Clogging System	Power Max Anti-Clogging System	Power Max Anti-Clogging System	Power Max Anti-Clogging System	Power Max Anti-Clogging System	Power Max Anti-Clogging System
Auger Diameter	11"	11"	11"	14"	14"	14"	14"
Impeller Diameter	11"	11"	11"	12"	12"	12"	12"
Auger Gearbox	Hardened Gears	Hardened Gears	Hardened Gears	Commercial-Grade; No Shear Pins Needed	Commercial-Grade; No Shear Pins Needed	Commercial-Grade; No Shear Pins Needed	Commercial-Grade; No Shear Pins Needed
Deflector Control	Zip Deflector	Quick Stick®	Quick Stick®	Quick Stick®	Quick Stick®	Quick Stick®	Quick Stick®
Chute Control	Quick Lever	Quick Stick®	Quick Stick®	Quick Stick®	Quick Stick®	Quick Stick®	Quick Stick®
Chute Rotation	200°	200°	200°	200°	200°	200°	200°
Chute Construction	Sub Zero Material Guaranteed For Life	Sub Zero Material Guaranteed For Life	Sub Zero Material Guaranteed For Life	Sub Zero Material Guaranteed For Life	Sub Zero Material Guaranteed For Life	Sub Zero Material Guaranteed For Life	Sub Zero Material Guaranteed For Life
Drive System	Friction Disk	Friction Disk	Friction Disk	Friction Disk	Friction Disk	Friction Disk	Friction Disk
Wheel Clutches	N/A	N/A	N/A	N/A	Standard	Standard	Standard
Speeds	6 Fwd. / 2 Rev.	6 Fwd. / 2 Rev.	6 Fwd. / 2 Rev.	6 Fwd. / 2 Rev.	6 Fwd. / 2 Rev.	6 Fwd. / 2 Rev.	6 Fwd. / 2 Rev.
Tires	13"	13"	13"	15"	16"	16"	16"
Skids	Standard	Standard	Standard	Standard	Heavy Duty	Heavy Duty	Heavy Duty
One-Hand Interlock	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Light	n/a	n/a	n/a	Yes	Yes	Yes	Yes
Scraper	Adjustable	Adjustable	Adjustable	Adjustable	Adjustable	Adjustable	Pivoting
Weight	171 lbs. / 78 kg	173 lbs. / 78 kg	175 lbs. / 79 kg	243 lbs. / 110 kg	262 lbs. / 119 kg	267 lbs. / 121 kg	269 lbs. / 122 kg
Machine Warranty	3-Year Limited	3-Year Limited	3-Year Limited	3-Year Limited	3-Year Limited	3-Year Limited	3-Year Limited
Deflector, Bypass, Chute Warranty	Guaranteed For Life Warranty	Guaranteed For Life Warranty	Guaranteed For Life Warranty	Guaranteed For Life Warranty	Guaranteed For Life Warranty	Guaranteed For Life Warranty	Guaranteed For Life Warranty

O=OHV Engine; X=Wheel Clutches; E=Electric Start

BOLD = Step Up Feature

Product Changes for 2012 / 2013

Electric Snow

- NEW! 1500 Power Curve electric snowthrower
 - 15" width and powerful 12 amp motor
 - New intuitive and customer preferred full metal bail controls with Qwik-Key
 - Hot suggested promo price of \$199

Power Clear

- NEW! 2-year Guaranteed to Start warranty on the two Power Clear 418 models
- The 38453 will be discontinued

Power Max

- NEW! compact Power Max models
 - Three models in 24" and 26" widths
 - Briggs engines on all three models
 - Anti-Clogging System
 - Guaranteed for Life SUB ZERO material (chute, ACS, deflector)
 - One-piece frame for maximum strength

Power Max HD

- The Power Max line will become the Power Max HD line
 - Four models
 - New 16" diameter deep lug tires
 - New heavy-duty cast iron skids
 - All new model numbers

NEW! Toro Exclusive Single-Stage Program for the 2012/2013 Season:

- Commit to ordering only Toro branded single-stage snowthrowers for the 2012/2013 season and receive a 2% end-of-season rebate on all two-stage purchases through October 31, 2012.

NEW! Electric Snow Program for 2012/2013 Season:

- Become an Electric Snow Elite Dealer (separate from the Gas Snow Elite Dealer program) by booking \$2,000 (at Dealer Net pricing) worth of any combination of the 1500 Power Curve and 1800 Power Curve and receive free Open Account Terms until March 31, 2013. Purchases from November through March will receive 90-day Open Account Terms. Terms subject to credit approval.
- All Electric Snow Standard Dealers will receive 90-day Open Account Terms.
- Electric snowthrowers will ONLY be available through Toro Parts.
- Order form on last page of this program.

Retail Financing: To be announced in June 2012

Pricing & Discounts:

- Dealers earning "A" pricing on lawn products will receive "A" pricing on snow*
- Dealers earning "B" pricing on lawn products will receive "B" pricing on snow*
- "A" dealers earning off-invoice discounts (up to 4% off) on lawn products will receive the same off-invoice discount on all snow purchases.
- Truckload discount of 1% is available for full truckload shipments

* Dealer pricing and off-invoice discounts are subject to change Nov.1, 2012 based on your 2012 lawn purchases.

Program Overview

Terms:

- NEW Gas Snow Elite Program! For this special launch year only, qualifying dealers will receive longer floor plan on preseason orders. Qualifying dealers that complete their stocking order requirement will have terms FREE through December 1, 2013 for their July 2012 through October 2012 Snow purchases. Purchases from November, 2012 through March, 2013 will have terms free through September 1, 2013.
- Standard terms are free to the dealer for 90 days.
- Cash terms in-lieu of floor plan offering a 2% discount is also available through March 31, 2012.

Shipment of Firm Orders:

- All firm snow booking orders (July-October) will be shipped in the month specified by the dealer.
- Requests for additional product above your stock order received after April 30, 2012 will be considered a re-order and shipped as product availability allows by month.
- Dealers will be able to view their snow orders in OMS after July 13, 2012.
- An Advanced Ship Notice (ASN) will be faxed to you as your order leaves Toro.
- Dealers should verify model and serial numbers with the packing list provided with your order upon receipt of shipment. Please note that serial numbers are listed both individually and sequentially. For example, (4) 37771 shipped may be listed as the following serial numbers: 330000112, 330000115-330000117 showing a total of four units shipped.

Freight:

- Qualifying stock orders are shipped free freight (minimum 20 points).
- Re-orders of 15 points on snow products are shipped free freight
 - 1 pt: Power Clear 418 – Power Clear 621 (all single stage)
 - 2 pts: Power Max 724 OE – Power Max 826 OE
 - 3 pts: Power Max HD 928 OE – 1128 OXE
- Re-orders for snow products may also be mixed with lawn products to receive free freight if free freight point minimums are achieved.

National Accounts:

- A National Accounts program is available for Toro snowthrowers.
- Toro will offer a rebate to the dealer of 6% dealer cost for dealers who sell to Toro-recognized National Accounts at or below the suggested National Account Price.
- Participation in the National Accounts program is solely at the dealer's discretion.
- See the National Accounts program section for details.

Advertising:

- Toro brand national advertising will be provided in select markets. Details on national snow advertising will be announced September 15, 2012.
- Local advertising and funding will be determined by the distributor. Please contact your territory sales manager for further details.

Off-Invoice Discounts

Off-Invoice Discounts:

Based on qualifying Lawn and Garden purchases between 11/1/10 through 10/31/11 Dealers can receive an off-invoice discounts as below:

Dealer Type	Qualifying Lawn Volume	Snow Off-Invoice Discount
Residential	\$400,000 +	4%
LCE and Residential	\$600,000 +	
Residential	\$300,000 - \$399,999	3%
LCE and Residential	\$450,000 - \$599,999	
Residential	\$200,000 - \$299,999	2%
LCE and Residential	\$300,000 - \$449,999	
Residential	\$100,000 - \$199,999	1%
LCE and Residential	\$150,000 - \$299,999	

Dealer Base Pricing:

- Dealers earning "A" pricing on lawn products will receive "A" pricing on snow products.
- Dealers earning "B" pricing on lawn products will receive "B" pricing on snow products.

NOTE: Dealer pricing and off-invoice discounts are subject to change on Nov.1, 2012 based on the dealer's 2012 lawn purchases (11/1/11 – 10/31/12).

Toro Exclusive Single-Stage Program

2012 / 2013 Toro Exclusive Single-Stage Program

End-of-Season Rebate

Toro exclusive single-stage dealers will receive a 2% end-of-season rebate on all two-stage purchases from May 1, 2012 through October 31, 2012. This rebate will be paid by the end of March, 2013.

Qualification

Dealers who agree to order only Toro branded single-stage snowthrowers for the 2012/2013 season will qualify for this rebate. Exceptions will be made if Toro runs out of all single-stage snowblowers before the end of the season. This program will be audited throughout the year by your Toro Territory Manager and your Toro Regional Sales Manager.

Dealer Floor Plan Terms

2012 / 2013 Toro Snowthrower Dealer Floor Plan Terms

Gas Snow Elite Dealer Terms

Dealers placing a qualifying stock order before **April 30th, 2012** for shipment prior to October 22, 2012 will receive Elite Dealer floor plan terms as shown below.

Your Dealer Order Form showing order requirements specifically established for your dealership will be provided to you soon by your Toro sales representative.

	Shipments 7/1/12 to 10/31/12
Elite Dealer Floor Plan Terms	<ul style="list-style-type: none">○ Free to the dealer until Dec 1, 2013 - 100% Toro paid○ Dealer paid renewals from Dec 2, 2013 through March 31, 2014○ Due in full March 31, 2014
	Shipments 11/1/12 to 3/31/13
Elite Dealer Floor Plan Terms	<ul style="list-style-type: none">○ Free to the dealer until Sept 1, 2013 - 100% Toro Paid○ Dealer paid renewals from Sept 2, 2013 through March 31, 2014○ Due in full March 31, 2014

Standard Dealer Terms

Dealers who do not take delivery of their qualifying stock order shipment as specified or do not place a qualifying order will receive Standard Floor Plan terms as shown below.

	Shipments 7/1/12 to 3/31/13
Standard Dealer Floor Plan Terms	<ul style="list-style-type: none">○ Free to the dealer for 90 days - 100% Toro paid○ Dealer renewals from end of 90 days until March 31, 2014○ Due in full March 31, 2014

**2012 / 2013
DEALER CASH OPTIONS TERMS**

Dealer Cash Option Terms – Program Year 2012 - 2013
(Administered by Red Iron Acceptance, LLC)

Product Type	Shipping Period Apr. 1, 2012 through Mar. 31, 2013
All Consumer Snow Products	Payment terms – 2% 30 Days
<p>Cash option terms subject to approval from Red Iron Acceptance LLC. Dealer must choose cash terms at the time of booking order placement and must be chosen for all wholegoods. Once the choice is made, no changes will be allowed until after March 31, 2013. To be eligible for the discount, payments must be received by Toro (not postmarked) within 30 days of the Invoice date. If payment is not received within this 30-day period, no discount will be allowed and the invoice will be considered past due.</p>	
<p>Payments should be sent to: Red Iron Acceptance, LLC</p>	

Toro Advertising and Merchandising Programs

Snow Co-op Program Overview

Toro does not allocate snow co-op funds directly to dealers (even if you are a dealer who purchases snow products directly from Toro). Instead, local funds are handled by your distributor. To find out if you are eligible for co-op, please contact your territory sales manager directly.

Important Program Notes:

- The snow co-op program runs July 1, 2012 through March 31, 2013.
- Review “Advertising Guidelines for Co-op Funds,” found on the portal or Toro’s Marketing Toolkit (www.toro.com/toolkit), to learn about what activities qualify for co-op and to comply with the claim submission process.
- If you have available funds, your balance can be viewed on the co-op tracking tool located on the portal. Look under “Co-op Program & Funds (Snow)”.
- Snow co-op claim forms will be available on the portal.

The funds must be employed for advertising expenditures, must be substantiated and must meet the terms of the “Advertising Guidelines for Co-op Funds.” Toro will not credit or transfer funds that distributors/dealers did not use at the end of the season.

Advertising Compliance with the Law: MSRP vs. Promo Pricing

Before placing any newspaper advertising, it may be beneficial to contact your attorney to resolve legal questions and to ensure your material complies with federal, state and local law and regulations. Following are five conditions of advertising with which you must comply:

1. Be sure the specific advertised model(s) can be purchased from you, as advertised, for the duration of the advertised sale price.
2. The advertised price(s) must always cover the available model(s) and features(s) described or illustrated.
3. Dealer-advertised price reductions or savings should only be the amount that is the difference between your regular and recent selling price. Your "regular" price shall be the lowest price at which any substantial sales were made during the most recent 30-day period or regularly established business of that product. If the product has not been sold in substantial quantity preceding the sale offer, the regularly established price, for purpose of the sale offer, shall be the price it is intended to be sold at in substantial quantity following the sale period.

Suggested Retail Price – This is the manufacturer’s suggested retail price (MSRP), or “list” price. This “everyday value” price will be shown on the Toro website and printed on hang-tags and PIDS.

Suggested Promo Price – This is the manufacturer’s suggested promotional price. This price is intended to provide special value to the consumer, and should be used in conjunction with limited-duration sales and marketing activities. This promotional price will be used in seasonal advertising.

4. A "free" promotion must represent an actual savings equal to the value of the free goods. Therefore, a "free" offer may not run if its use dampens price fluctuations (e.g. deal making) which would normally occur if the free offer were not made.
5. Independent businesses may not conspire to fix prices and thereby reduce competition. This may occur depending on the situation, when two or more dealers agree to a single advertised price. Therefore, whenever you contemplate advertising cooperation with another dealer, review those plans with your attorney.

Advertised price reduction and saving, therefore, should be legitimate and truthful in view of your particular selling practices. To review an actual copy of "Guides Against Deceptive Pricing," go to the Federal Trade Commission's website at <http://www.ftc.gov/bcp/guides/decptprc.htm>, or you can write to the address below.

Federal Trade Commission
600 Pennsylvania Avenue N.W.
Publications Reference Room 130
Washington, DC 20580
Phone: (202) 326-2222

Toro Brand Advertising

For the 2012-2013 snow season, Toro will continue to support its snowthrower sales with an exciting advertising campaign in selected Snow Belt markets. This campaign will run from approximately November through mid-December – depending upon the market. Details of the advertising plan will be communicated to you by September 15, 2012. We also will make available a snow TV spot, for your use, which will be available for order from the Marketing Toolkit (www.toro.com/toolkit).

Toro Marketing Toolkit

The Toro Marketing Toolkit will be updated to support your local snow marketing efforts. Log in using your Toro dealer number and begin accessing a number of co-op approved templates such as: banners, billboards, sell sheets, direct mailers and print ads. Give access to your graphic designer or newspaper by simply directing them to www.toro.com/toolkit and asking them to register on the site.

Snow Point of Sale (POS) Materials

We are offering a number of POS materials for your dealer showroom.

Point of Sale (POS) Value Packs – Automatic Order for 2013

This is the only opportunity to order POS Value Packs in 2013. POS Value Packs contain popular product point-of-sale items. All dealers will be shipped and billed for their appropriate POS Value Packs unless they OPT OUT on their qualifying wholegood stock order. POS kits will ship free freight with a dealer's initial stock order shipment.



You can also order additional brochures, posters, banners, etc. to augment your selling efforts using the On-line Merchandising Store located on the Toro dealer portal (links to OMS once you check out your shopping cart).

Part #	Description	Your Cost
490-8457	12-13 Full-Line Snow Brochure	\$5.00/pack of 25
490-8254	#1 Brand - Snow Banner	\$7 each
490-8466	12-13 Snow Specs Poster	\$1 each
490-8460	12-13 Snow Pocket Guide	\$1/pack of 5
490-8459	12-13 Snow POS DVD	\$1 each
490-8454	12-13 Electric Snow Sell Sheet	\$1.25/pack of 25
490-8455	12-13 Single Stage Snow Sell Sheet	\$1.25/pack of 25
490-8456	12-13 Two Stage Snow Sell Sheet	\$1.25/pack of 25
490-8468	12-13 Power Max Launch Brochure	\$1.25/pack of 25

IMPORTANT NOTES:

POS materials and brochures will be available August 1, 2012.

Contact rlc@toro.com if you have any questions about this program. For questions regarding your order, contact Parts directly at 1-800-348-2424.

2012 / 2013 Toro Gas Snowthrower Dealer Bid Program

Applies to gas snowthrower products only

Effective on sales from April 1, 2012 to March 31, 2013

The Toro Snow Tax-Exempt Bid Program provides dealers with assistance for attaining sales to the following organizations:

- A. Government agencies – any tax-supported organization within Federal, State, County or Municipal Government, including school boards.
- B. Non-profit organizations – any organization exempt from Federal income tax, including hospitals, cemeteries, churches, and private schools with assigned tax exemption numbers.

Note: All Toro gas snowthrowers are eligible. Attachments and accessories included as part of the original sale will qualify for BID assistance, and must be included in the bid price.

Procedures

- A. The dealer will bid the contract for the product to one of the appropriate named types of organizations.
- B. If the dealer is awarded the bid and follows the program guidelines, the dealer will receive a rebate according to the following schedule:

Dealer Discount Off List Price	Gov't Agency Bids: Dealer Rebate Amount (% of Published Dealer Cost)	Non-Profit/Tax Exempt Bids: Dealer Rebate Amount (% of Published Dealer Cost)
15% - 19.9%	6%	6%
20% - 24.9%	9%	6%
25%+	12%	6%

- C. The dealer must submit the following information directly to Toro to receive a rebate:
 - 1. Claim Form
 - 2. Copy of the invoice to qualifying organization
 - 3. Customer Purchase Order if applicable

2012 / 2013 GAS SNOWTHROWER BID REBATE REQUEST

DEALER INFORMATION:	PURCHASER INFORMATION:
Distributorship:	Cust Type: <input type="checkbox"/> Govt Agency <input type="checkbox"/> Non-Profit/Tax Exempt
Dealer Number:	Name:
Dealer Name:	Address:
Address:	City/State/Zip:
City/State/Zip:	Phone:
Phone:	

Invoice #	Invoice Date	Model Number	Serial Number	Dealer Net Price	Suggested Retail Price	Bid Price	
TOTAL:							DISCOUNT FROM SUGG. RETAIL: <small>(Bid Price/Sugg.Retail Price)</small>

X **REBATE PERCENTAGE (FROM CHART)**

= **REBATE DOLLARS (DEALER NET PRICE X REBATE PERCENTAGE)**

THE REQUIRED DOCUMENTS FOR REBATE ARE ATTACHED AS MARKED:

- Claim Form
- Copy of the invoice to qualifying organization
- Customer Purchase Order

I certify that the attached information is accurate. I understand that these claims will be audited by the Toro Company. Any misuse or misrepresentation of this program constitutes fraud and will result in forfeiture of all programs support monies and other appropriate penalties. This program cannot be used with any other Toro-sponsored promotion or program.

_____ Dealer Signature

_____ Date Submitted

Claims must be submitted within 60 days of sale to: The Toro Company, Marketing Programs
 8111 Lyndale Ave S., Bloomington, MN 55420-1196
 Email to: programsadmin@toro.com or fax: (952) 887-8095

National Account Program

National Account Snowthrower Pricing

Eligible Equipment

All products listed on the Toro Snow National Account price list.

National Account Rebate Program

Toro will offer a rebate to dealers to support sales to Toro-recognized national accounts. When Toro snow products are sold at or below the suggested national account price, dealers will receive the following rebate as a percent of dealer cost:

Product Category	Dealer Rebate
Toro Single Stage Toro Two Stage	6% of Dealer Cost

NOTES:

- 1) Toro dealers are independent businesses, and as such, The Toro Company cannot establish the price at which they re-sell Toro product.
- 2) Participation in the National Accounts program is solely at the discretion of the dealer.
- 3) National Accounts Program cannot be combined with any Toro-sponsored special promotions.
- 4) Find a complete list of Toro National Accounts on the Toro Dealer Portal

National Account Program

Toro Snow National Accounts Rebate Form

Form must be returned to Toro Program Administration within 60 days after the date of sale.

Date: _____	Prepared By: _____
Dealer Number: _____	Customer Name: _____
Dealer Name: _____	Customer Contact: _____
Dealer Address: _____	Customer Address: _____
City, State Zip: _____	City, State Zip: _____
Dealer Phone: _____	Customer Invoice #: _____
Dealer Fax: _____	Invoice Date: _____
Dealer e-mail: _____	Order/Delivery Date: _____

Qty.	Wholegoods Sold Model # / Description	Dealer Cost	Rebate (Qty x Dealer Cost x 6%)
		\$	\$
		\$	\$
		\$	\$
		\$	\$
		\$	\$
		\$	\$
		\$	\$
		\$	\$
Totals		\$	\$

NOTES:

Only products listed on the Toro Snow National Accounts price list are eligible for reimbursement. National Accounts Program cannot be combined with any Toro-sponsored special promotions.

Administration:

To claim rebate, Dealers must submit the following proof of performance (within 60 days of sale) and file the product registration on line with Toro.

- Completed claim form
- Copy of customer invoice

Send to:	The Toro Company Marketing Programs 8111 Lyndale Avenue South Bloomington, MN 55420
Email to:	programsadmin@toro.com
Fax to:	(952) 887-8095



2012 Snow Products

National Account Pricing

2012 Toro Snow Products

Single Stage Snow

Model	Description	Ship Wt.	National Acct Price	Suggested Retail
Power Clear				
38272	Power Clear 418 ZR	62	\$319.99	\$399.99
38282	Power Clear 418 ZE	66	\$351.99	\$439.99
38451	Power Clear 621 R	93	\$447.99	\$559.99
38452	Power Clear 621 E	98	\$503.99	\$629.99
38454	Power Clear 621 ZE	98	\$583.99	\$729.99
38458	Power Clear 621 QZR	95	\$583.99	\$729.99
38459	Power Clear 621 QZE	100	\$663.99	\$829.99
Power Max				
37770	Power Max 724 OE	191	\$719.99	\$899.99
37771	Power Max 726 OE	193	\$799.99	\$999.99
38614	Power Max 726 OE **Limited Quantities**	244	\$879.99	\$1,099.99
37772	Power Max 826 OE	195	\$879.99	\$1,099.99
38661	Power Max 926 OXE **Limited Quantities**	268	\$1,199.99	\$1,499.99
38663	Power Max 1028 OXE **Limited Quantities**	268	\$1,439.99	\$1,799.99
Power Max HD				
38660	Power Max HD 928 OE	268	\$1,119.99	\$1,399.99
38664	Power Max HD 926 OXE	287	\$1,279.99	\$1,599.99
38674	Power Max HD 1028 OXE	292	\$1,519.99	\$1,899.99
38680	Power Max HD 1128 OXE	294	\$1,679.99	\$2,099.99

Electric Snowthrower Product Line

Toro continues to offer the best performing line of electrical snow products with the Power Shovel, 1800 Power Curve and, now, the NEW! 1500 Power Curve. All models have the innovative Power Curve® technology. The curved rotor concentrates snow into a dense stream in the rotor housing area and then throws the snow from the machine. The housing is designed to funnel snow into a powerful stream while minimizing drag. The result is unsurpassed performance that competitors can't duplicate. It is no wonder why Toro is the #1 brand of electric snowthrowers in the U.S.

Power Shovel™

- Telescoping Handle – This handle allows adjustment of six inches to fit the comfortable height of any operator.
- Adjustable Lower Handle – Supreme comfort with a lower handle that can be moved up or down and in a rotating motion.
- Engineering Grade Poly Materials - Toro uses the highest grade poly materials for each part including the handle grip, housing, shroud, chute, deflector and rotors. These materials are tested in worst case conditions to ensure a long-lasting product life.
- The Power Shovel is designed to with 2" to 4" of snow at a time on sidewalks, walkways and driveways that can park up to two cars.

1500 Power Curve®

- Full Metal Bail Ergonomic Handle – This handle was designed with consumer operating comfort and ease-of-use in mind, including the use of either hand and the location of all operating controls within convenient reach.
- Innovative Zip Deflector – The unique locking-style deflector lets the operator throw snow continuously in the angle of choice without loosening time-consuming knobs.
- Qwik-Key - This offers the operator a quick start button that doubles as a portable key.
- Chute Lever – A simple lever that lets the operator aim snow easily and doubles as a handle for lifting.
- Foldable handle – ultra-compact off-season storage.
- The 1500 Power Curve is designed to 2" to 6" of snow at a time on sidewalks, walkways and driveways that can park up to four cars.

1800 Power Curve®

- Industry's leading power-to-width ratio – with the powerful 15 Amp motor.
- 18 inch cutting width – less time needed for the operator to complete the snow removal process.
- Throws snow up to 30 feet – no need to remove snow twice.
- Quick Lever – This innovative quick lever lets the operator aim snow on-the-go in one fluid motion without turning a crank.
- The 1800 Power Curve is designed to 2” to 6” of snow at a time on sidewalks, walkways and driveways that can park up to four cars.

Merchandising

Cartons and point-of-sale materials are available for improved sales floor merchandising.

The cartons communicate key features/benefits and “in-action” shots on the carton, which make a great billboard effect when stacked on the floor. Use these cartons as a silent sales person.

See Gas Snowthrower Merchandising section for details.

Misc.

- **Warranty** – Residential full 2-year over-the-counter warranty
- **Advertising** – See gas snowthrower advertising section for details
- **Freight** – Please refer to your parts program
- **Billing** – Toro bills dealers directly

Electric Snow Program

NEW! Electric Snow Booking Special

Electric Snow Elite Dealer Terms

Dealers book a \$2,000 stock order of any combination of the new 1500 Power Curve and the 1800 Power Curve (does not include the Power Shovel) before **April 30th, 2012** for shipment prior to October 22, 2012 will receive Elite Dealer Open Account Terms as shown below.

	Shipments 7/1/12 to 10/31/12
Elite Dealer Open Account Terms	<ul style="list-style-type: none">○ Free to the dealer until Mar. 31, 2013 - 100% Toro paid○ Due in full April 1, 2013
	Shipments 11/1/12 to 3/31/12
Elite Dealer Open Account Terms	<ul style="list-style-type: none">○ Due 90 days from date of invoice.

Standard Dealer Terms

Dealers who do not take delivery of their qualifying stock order shipment as specified or do not place a qualifying order will receive Standard Dealer Open Account Terms as shown below.

	Shipments 7/1/12 to 3/31/13
Standard Dealer Open Account Terms	<ul style="list-style-type: none">○ Due 90 days from date of invoice.

All terms are subject to credit approval.

Electric Snow Program

Toro Electric Snowthrowers Product Specifications

Specifications	Power Shovel	1500 Power Curve	1800 Power Curve®
Model	38361	38371	38381
Promo Price	\$99.99	\$199.99	\$299.99
Width of Cut	12"	15"	18"
Amps/Motor	7.5 Amp Series Wound	12 Amp Series Wound	15 Amp Series Wound
Rotor Style	2 Blade Curved Rotor	2 Blade Curved Rotor	2 Blade Curved Rotor
Weight	13 lbs.	25 lbs.	26 lbs.
Throw Distance	Up to 20'	Up to 25'	Up to 30'
Directional Control	None	Chute, Chute Lever 180°	Chute, Quick Lever 180°
Throw Height Control	NA	Yes, Zip Deflector	Yes, Zip Deflector
Depth of Snow Cut, One Pass	6"	12"	12"
Clearing Capacity of Snow Per Minute	Up to 300 lbs	Up to 500 lbs.	Up to 700 lbs.
On/Off Switch	Either Hand	Either Hand	Either Hand
Adjustable Assist Handle	Yes	N/A	N/A
Telescoping Handle	Yes	N/A	N/A
Safety Key Lock, Double Insulated and UL Listed	Yes	Yes	Yes
Drive System	Poly V Belt	Poly V Belt	Poly V Belt
Attachments	No	No	No

Electric Snow Order Form
March 1, 2012 through February 29, 2013

2012-2013 Parts Dealer Direct
Electric Snow Program

Program Notes:

- Standard Parts policies and freight policy applies when placing Electric Snow product orders.
- Orders will automatically ship when inventory becomes available. No future shipment request dates will be accepted.

FAX orders to Toro Parts Order Services at 1-800-325-6859

Toro Dealer Name: _____

Toro Dealer Number: _____ Phone : _____

Shipping Street address: _____

City _____ State _____ ZIP _____

Model	Description	Dealer Price	Suggested Retail Price	Quantity per Pallet	Order Quantity
38361	Power Shovel	\$ 83.49	\$119.99	9	_____
38371	1500 Power Curve	\$ 159.99	\$229.99	16	_____
38381	1800 Power Curve	\$ 231.89	\$339.99	16	_____

*** PLEASE KEEP A COPY OF THIS FORM FOR YOUR RECORDS**