



MONITOR Trade-In Allowance Promotion (Out with the OLD, in with the NEW)

Rural Energy and Toyotomi are offering an incentive to customers owning Monitor Heaters to replace these units with a new Toyostove L-730, L-60AT, L-560 or L-530. One of the many advantages of Toyostove heaters over Monitor heaters is they will operate on the more readily available and less expensive Ultra Low Sulfur Diesel/Oil in addition to kerosene. Customers who trade in their Monitor vented kerosene heater for a new L-730, L-60AT or L-560 vented heater will receive a \$250.00 rebate check from the distributor. Customers who trade in their Monitor vented kerosene heater for a new L-530 vented heater will receive a \$200.00 rebate check from the distributor. The Distributor will reimburse the customer in the form of a mailed rebate check. We have eliminated the dealer's contribution as an additional incentive for the dealer to aggressively promote this Program. This Promotion cannot be combined with any other promotions.

OFFER: Trade in one of the eligible Monitor units for a NEW Toyostove L-730, L-60AT or L-560 and the consumer will receive a \$250.00 rebate check from the distributor. Trade in one of the eligible Monitor units for an L-530 the consumer will receive a \$200.00 rebate check from the distributor.



Does not apply to sales to customers who live outside dealer's territory!

Qualifying Monitor Trade-In Models: 20, 21, 22, 30, 40, 41, 441, 422, 2400, 2200

Trade-In Allowance Rebates must be claimed on the Monitor Trade-In Claim Form (see below).

TIMING: This Trade-In Program is available only from April 1, 2017, through March 31, 2018. All claims must be submitted to the Distributor within 20 days of sale. Claims received after 20 days of sale will be disqualified. The Distributor will reimburse the customer within 30 days of receiving valid claims accompanied by required documentation and circuit boards from the Monitor with wiring attached.

CO-OP ADVERTISING: Dealers are encouraged to advertise this Monitor Trade-In Program using the Co-Op Advertising Program to gain the maximum results.

To qualify for the \$250.00/\$200.00 Allowance Credit, all circuit boards out of Trade-in Monitor units must be returned to the Distributor with original wiring attached to the board (board alone without wiring attached is not sufficient). All circuit boards must be tagged with customer's name, address, and phone number.

MONITOR TRADE-IN CLAIM FORM

Does not apply to sales to customers outside dealer's territory! Promotion period April 1, 2017, through March 31, 2018

The following must be included with this completed claim form to qualify.

- Copy of customer's Bill of Sale clearly showing the (1) the full/gross retail price; (2) the discount of a minimum of \$250.00 in the case of the L-730, L-60AT or L-560 (\$200.00 in the case of the L-530) trade-in allowance; and (3) the net price to the customer.
- The main circuit board from Monitor trade with wiring attached. (Must tag with customer's name.) The wiring MUST be attached or the claim will be denied.

Traded Monitor Model #	Traded Monitor Serial No.
New Toyostove Model #	New Toyostove/Oil Miser Serial No.

Customer Name _____

Address _____ City _____

State _____ Zip _____ Phone # _____

Dealer Name _____

Address _____ City _____

State _____ Zip _____ Phone # _____

Date of Sale _____ Customer Signature _____

Please send this claim form along with copy of customer Bill of Sale (Receipt) and Monitor Circuit Board to:

Rural Energy Enterprises, Attn: Monitor Trade-In, 6637 Arctic Spur Road, Anchorage, AK 99518