



DEALER OPERATIONS BULLETIN

Retail Finance Group

D.O.B. # Bulletin 24-04

Date: 7/19/2024

To: All Exmark Dealers

From: John Cloutier & David Adams, Exmark

RE: **Exmark Retail Financing Promos August 1 – October 31, 2024**

Please review the attached menus for all promotion and dealer cost information. Remember also to utilize the Excel based PID pricing/payment tool (attached) that enables you to properly factor in your dealer cost and sell with monthly payments.

See the attached menus and important information below

Advertised Promotions

Promotions highlighted in **yellow** on the attached grid may be advertised by Exmark. These have a dealer cost no more than 3% and cover all retail price points. You may advertise any promotion on the grid at your discretion.

Headline Promotions!

1.99% for 48 Months – Radius Models ONLY

- **2.75% Dealer cost (TD Bank) / 3% (Sheffield)**
- \$1500 minimum finance amount
- \$150 customer fee

1.99% for 48 Months – Lazer E, S, or X Models ONLY

- **NOTE: Requires “Total Package”** qualifying purchase
- **2.75% Dealer cost (TD Bank) / 3% (Sheffield)**
- \$10,000 minimum finance amount
- \$150 customer fee

Important Notes

No Dealer Cost Programs for Exmark Equipment Available

Western Equipment Finance (WEF) – *Commercial* customers only

* 6.99% interest for 48/60/72 months

* 7.99% interest for 36 months

* No dealer enrollment with WEF required... you can offer this program today!

High-Ticket and/or True Commercial (no PG) Transactions

High-ticket (\$75K+) and/or commercial transactions without a personal guarantee may be financed through WEF. Additional information such as tax returns and an asset & liabilities statement will likely be required.

Leasing

Exmark can quote rates for commercial-use customers under both \$1-out and 24 or 36-month true lease terms.

- For **Municipal lease** payment factors, see the dealer extranet or contact WEF.
- For information about our **true lease options**, find the following on the dealer extranet:
 - Sell sheet with summary overview including payment factors
 - Special lease loyalty customer benefits
 - Western Equipment credit application
 - Sample lease agreement

Rental Purchase Option (RPO) Lease for Contractors (DOB #21-02-2)

This program enables contractors to finance the purchase of new equipment with an option to return it to you (dealer must buy it back) after 4-6 months. See the attached Worksheet to review various options.

PID Pricing/Payment Tool (DOB #20-02C)

This Excel tool (attached) enables you to properly advertise a cash discount by building your cost for special financing into the sale price of the product.

Second-Look Credit Options (DOB ###-2019)

Programs exist for both Commercial (WEF) and Consumer (Roadrunner) customers!

Attachments

- Promotion menus:
 - Exmark-sponsored (new Exmark equipment)
 - Everyday (used, service, non-Exmark)
 - High-Ticket/Leasing & No Dealer Cost (Western Equipment Finance)
- Payment chart
- PID Pricing Tool
- RPO Lease Worksheet

General Administration

- Finance Program Dealer Enrollment
 - *TD Bank* – Visit <https://ToroExmark.tdpartnershipprograms.com> to apply.
 - *Sheffield Financial* – Visit www.sheffieldfinancial.com and click on the 'Dealer Section'.
 - *Roadrunner Financial* – Visit www.roadrunnerfinancial.com/Exmark to apply.
- Contact (Help) Information
 - *TD Bank*: 866-782-7200
 - *Sheffield Financial*: 800-438-8892
 - *Western Equipment Finance (WEF)*: Joel Schuman, 866-806-8021
 - *Roadrunner Financial*: 646-370-5471

Please contact david.r.adams@toro.com or your Exmark territory sales manager with any questions regarding these promotions.



Exmark Sponsored Retail Finance Promotions August 1 - October 31, 2024

(Available for New Exmark Equipment)

| | Dealer Cost | | TD Code' | | Cust. Fee* | | Min Finance Amt. | | Max Finance Amt. | |
|--|---------------|--------------|----------|-------|------------|-------|------------------|----------|------------------|-------|
| | TD | SF | Cons | Comm | TD | SF | TD | SF | TD | SF |
| Deferred Interest Promotions | | | | | | | | | | |
| 6 months WPDI⁴ | 2.00% | | 21120 | 21119 | \$0 | | \$500 | | None | |
| Fixed Term/Fixed Interest Promotions⁶ | | | | | | | | | | |
| 1.99% for 48 months⁵ (2.17%) - Radius ONLY | 2.75% | 3.00% | 21134 | 21135 | \$150 | \$150 | \$1,500 | \$1,500 | None | \$75K |
| 1.99% for 48 months⁵ (2.17%) - Lazer E, S, or X "TOTAL PACKAGE" ONLY | 2.75% | 3.00% | 21132 | 21133 | \$150 | \$150 | \$10,000 | \$10,000 | | |
| 0% for 60 months⁵ (1.67%) | 10.00% | | 21177 | 21178 | \$150 | | \$1,500 | | | |
| 0% for 48 months⁵ (2.08%) | 7.60% | 8.00% | 30225 | 21025 | \$150 | \$150 | \$1,500 | \$1,500 | | |
| 0% for 42 months⁵ (2.38%) | 7.25% | 7.50% | 26333 | 26334 | \$150 | \$150 | \$1,500 | \$1,500 | | |
| 0% for 36 months⁵ (2.78%) | 6.20% | 8.20% | 26331 | 26332 | \$150 | \$150 | \$1,500 | \$1,500 | | |
| 0% for 24 months⁵ (4.17%) | 5.50% | 4.00% | 30214 | 21014 | \$150 | \$150 | \$1,500 | \$1,500 | | |
| 1.99% for 48 months⁵ (2.17%) | 5.75% | 6.00% | 26336 | 26337 | \$150 | \$150 | \$1,500 | \$1,500 | | |
| 1.99% for 36 months⁵ (2.86%) | 5.25% | 5.75% | 26373 | 26374 | \$150 | \$150 | \$1,500 | \$1,500 | | |
| 1.99% for 60 months⁵ (1.75%) | 8.80% | 8.80% | 21121 | 21123 | \$150 | \$150 | \$1,500 | \$2,500 | | |
| 3.99% for 24 months⁵ (4.34%) | 3.75% | 2.00% | 21125 | 21127 | \$150 | \$150 | \$1,500 | \$1,500 | | |
| 3.99% for 36 months⁵ (2.95%) | 3.25% | 3.00% | 21129 | 21131 | \$150 | \$150 | \$1,500 | \$1,500 | | |
| 4.99% for 42 months⁵ (2.60%) | 3.50% | 3.00% | 26340 | 26341 | \$150 | \$150 | \$1,500 | \$1,500 | | |
| 5.99% for 48 months⁵ (2.35%) | 3.25% | 2.25% | 26344 | 26345 | \$150 | \$150 | \$1,500 | \$1,500 | | |
| 6.99% for 60 months⁵ (1.98%) | 5.00% | 2.50% | 26348 | 26349 | \$150 | \$150 | \$1,500 | \$2,500 | | |
| No Interest/No Payment Promotions^{6,8} | | | | | | | | | | |
| No Interest/Payment for 150 Days then 0% for 24 months (4.17%) | | 5.75% | | | | \$150 | | \$1,500 | | \$75K |
| No Interest/Payment until May then 3.99% for 36 months (2.952%) | | 5.25% | | | | \$150 | | \$1,500 | | |
| Sub-Prime (FICO 620-660) Promotion | | | | | | | | | | |
| 10.99% for 36 months⁵ (3.23%) | | 4.50% | | | | \$150 | | \$1,500 | | \$75K |

* Sheffield may include a separate customer fee to cover UCC filing costs (varies by state) on amounts financed > \$15,000.

4 Interest accrues from the date of purchase at 29.99% and is waived if paid in full by the interest free date. Minimum payment is the greater of 3.5% of customer's outstanding balance or \$25.

5 Monthly payment is calculated as the amount financed multiplied by payment factor.

6 Promotions shown are for qualified customers. Some customers may not qualify for these promotions, but, may qualify for a similar term program at a higher APR. **700+ FICO required for "0% for 24/42/48 months" & all "No Payment" plans through Sheffield.**



7 Plan codes are shown for reference to TD portal revolving charge plans.

8 No payment required and no interest accrues during the period specified. After the no interest period, interest is charged at the rate specified.

RETAIL FINANCE CONTACTS:

David Adams, david.r.adams@toro.com, 952-887-8834
 TD: 866-782-7200
 Sheffield: 800-438-8892

Installment Promotions August 1 - October 31, 2024

|  | | <h2>High Ticket Retail Finance Promotions</h2> | | | |
|--|-------------|--|--------------------|--------------------|--|
| | Dealer Cost | Customer Fee ³ | Finance Amount Min | Finance Amount Max | |
| Fixed Term/Fixed Interest Promotions | | | | | |
| 6.99% for 48/60/72 months ⁴ (2.39%/1.98%/1.70%) | 0.00% | \$199 | \$5K | \$500K | |
| 0% for 24 months ⁴ (4.17%) | 6.25% | | \$75K | | |
| 1.99% for 48 months ⁴ (2.17%) | 6.25% | | | | |
| 1.99% for 24 months ⁴ (4.25%) | 4.25% | | | | |
| 2.99% for 36 months ⁴ (2.91%) | 3.75% | | | | |
| 3.99% for 48 months ⁴ (2.26%) | 2.50% | | | | |
| 4.99% for 60 months ⁴ (1.89%) | 2.00% | | | | |
| 5.99% for 72 months ⁴ (1.66%) | 0.50% | | | | |
| No Interest/No Payment Promotions (CONTRACTOR ONLY)² | | | | | |
| 6 months No Interest/No Payment ¹ (3.13%) | 0.50% | \$199 | \$75K | \$500K | |
|  | | <h2>Lease Program</h2> | | | |
| True Stated Value Lease (CONTRACTOR ONLY) | | | | | |
| 24 or 36 Months @ 400, 600, 750, 1200 hour per year caps | 0% | \$199 | \$5,000 | \$500K | |

¹ No payment required and no interest accrues during first 6 months. Beginning in month 7, interest is charged at 7.99% for a 36 month term.

² "No Payment" promotions are ONLY available to commercial use customers.

³ Fee is \$225 in PA to cover UCC filing costs.

⁴ Monthly payment is calculated as the amount financed multiplied by payment factor.

⁶ Minimum just \$5000 if customer refuses to sign Sheffield personal guarantee.

RETAIL FINANCE CONTACTS:

David Adams, david.r.adams@toro.com
952-887-8834

Western: Joel Schuman,
joel.schuman@westernequipmentfinance.com



Exmark Standard Retail Finance Promotions

(TD Revolving Charge available for Exmark **OR** non-Exmark equipment)

| | Dealer Cost | | TD Code ⁷ | | Customer Fee | | Min Finance Amt. | | New | Used |
|---|-----------------------|--------------|----------------------|-------|--------------|-------|------------------|---------|-----|------|
| | TD | SF | Cons | Comm | TD | SF* | TD | SF | | |
| Fixed Term/Fixed Interest Promotions | | | | | | | | | | |
| 5.99% for 36 months⁵ (payment = 3.04%) | 5.80% | | 30270 | 21070 | \$150 | | \$1,500 | | X | X |
| 6.99% for 48 months⁵ (payment = 2.35%) | 5.83% | | 30237 | 21057 | \$150 | | \$1,500 | | X | X |
| 7.99% for 54 months⁵ (payment = 2.21%) | 6.60% | | 30280 | 21080 | \$150 | | \$1,500 | | X | X |
| 7.99% for 60 months⁵ (payment = 2.03%) | 7.30% | | 30281 | 21081 | \$150 | | \$1,500 | | X | X |
| 8.99% for 12 months⁵ (payment = 8.75%) | | 0% | | | | \$150 | | \$500 | X | |
| 10.99% for 24 months⁵ (payment = 4.66%) | | 0% | | | | \$150 | | \$1,500 | X | |
| 12.99% for 36 months⁵ (payment = 3.37%) | | 0% | | | | \$150 | | \$1,500 | X | |
| 14.99% for 48 months⁵ (payment = 2.78%) | | 0% | | | | \$150 | | \$1,500 | X | |
| 8.99% for 24 months⁵ (payment = 4.57%) | | 2.50% | | | | \$150 | | \$2,000 | | X |
| 10.99% for 36 months⁵ (payment = 3.27%) | | 2.50% | | | | \$150 | | \$3,500 | | X |
| 11.99% for 48 months⁵ (payment = 2.63%) | | 2.50% | | | | \$150 | | \$5,000 | | X |
| Toro Credit Card (TD) Standard Plan | | | | | | | | | | |
| Standard Purchase APR of 29.99% (payment = 3.5% of balance) | +1% Rebate | | 30200 | 21000 | \$0 | | \$0 | | X | X |
| With Payment/Deferred Interest Promotion | | | | | | | | | | |
| 6 months⁴ (payment = 3.5%) | 4.80% | | 30202 | 21002 | \$0 | | \$200 | | X | X |
| 12 months⁴ (payment = 3.5%) | 6.60% | | 26314 | 26315 | \$50 | | \$300 | | X | X |
| 18 months⁴ (payment = 3.5%) | 7.20% | | 26316 | 26317 | \$50 | | \$500 | | X | X |

* May include a separate customer fee to cover UCC filing costs (varies by state) on amounts financed > \$5000.

4 Interest accrues from the date of purchase at 29.99% and is waived if paid in full by the interest free date. Minimum payment is the greater of 3.5% of customer's outstanding balance or \$25.

5 Monthly payment is calculated as the amount financed multiplied by payment factor.

7 Plan codes are shown for reference to TD portal revolving charge plans.

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TD: 866-782-7200



Exmark Minimum Monthly Payment Estimate
August 1, 2024 - October 31, 2024



| Amount Financed | 0% APR | 0% APR | 1.99% APR | 4.99% APR | 0% APR | 5.99% APR | 0% APR | 0% APR | Deferred Interest | Amount Financed |
|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------------|-----------------|
| | 60 Months | 48 Months | 48 Months | 42 Months | 42 Months | 48 Months | 36 Months | 24 Months | | |
| \$500 | | | | | | | | | \$25 | \$500 |
| \$1,000 | | | | | | | | | \$35 | \$1,000 |
| \$1,500 | \$25 | \$31 | \$33 | \$39 | \$36 | \$35 | \$42 | \$63 | \$53 | \$1,500 |
| \$2,000 | \$33 | \$42 | \$43 | \$52 | \$48 | \$47 | \$56 | \$83 | \$70 | \$2,000 |
| \$2,500 | \$42 | \$52 | \$54 | \$65 | \$60 | \$59 | \$70 | \$104 | \$88 | \$2,500 |
| \$3,000 | \$50 | \$63 | \$65 | \$78 | \$71 | \$71 | \$83 | \$125 | \$105 | \$3,000 |
| \$3,500 | \$58 | \$73 | \$76 | \$91 | \$83 | \$82 | \$97 | \$146 | \$123 | \$3,500 |
| \$4,000 | \$67 | \$83 | \$87 | \$104 | \$95 | \$94 | \$111 | \$167 | \$140 | \$4,000 |
| \$4,500 | \$75 | \$94 | \$98 | \$117 | \$107 | \$106 | \$125 | \$188 | \$158 | \$4,500 |
| \$5,000 | \$83 | \$104 | \$109 | \$130 | \$119 | \$118 | \$139 | \$208 | \$175 | \$5,000 |
| \$5,500 | \$92 | \$115 | \$119 | \$143 | \$131 | \$129 | \$153 | \$229 | \$193 | \$5,500 |
| \$6,000 | \$100 | \$125 | \$130 | \$156 | \$143 | \$141 | \$167 | \$250 | \$210 | \$6,000 |
| \$6,500 | \$108 | \$135 | \$141 | \$169 | \$155 | \$153 | \$181 | \$271 | \$228 | \$6,500 |
| \$7,000 | \$117 | \$146 | \$152 | \$182 | \$167 | \$165 | \$195 | \$292 | \$245 | \$7,000 |
| \$7,500 | \$125 | \$156 | \$163 | \$195 | \$179 | \$176 | \$209 | \$313 | \$263 | \$7,500 |
| \$8,000 | \$133 | \$167 | \$174 | \$208 | \$190 | \$188 | \$222 | \$333 | \$280 | \$8,000 |
| \$8,500 | \$142 | \$177 | \$184 | \$221 | \$202 | \$200 | \$236 | \$354 | \$298 | \$8,500 |
| \$9,000 | \$150 | \$188 | \$195 | \$234 | \$214 | \$212 | \$250 | \$375 | \$315 | \$9,000 |
| \$9,500 | \$158 | \$198 | \$206 | \$247 | \$226 | \$223 | \$264 | \$396 | \$333 | \$9,500 |
| \$10,000 | \$167 | \$208 | \$217 | \$260 | \$238 | \$235 | \$278 | \$417 | \$350 | \$10,000 |
| \$10,500 | \$175 | \$219 | \$228 | \$273 | \$250 | \$247 | \$292 | \$438 | \$368 | \$10,500 |
| \$11,000 | \$183 | \$229 | \$239 | \$286 | \$262 | \$259 | \$306 | \$458 | \$385 | \$11,000 |
| \$11,500 | \$192 | \$240 | \$250 | \$299 | \$274 | \$270 | \$320 | \$479 | \$403 | \$11,500 |
| \$12,000 | \$200 | \$250 | \$260 | \$312 | \$286 | \$282 | \$334 | \$500 | \$420 | \$12,000 |
| \$12,500 | \$208 | \$260 | \$271 | \$325 | \$298 | \$294 | \$348 | \$521 | \$438 | \$12,500 |
| \$13,000 | \$217 | \$271 | \$282 | \$338 | \$310 | \$306 | \$361 | \$542 | \$455 | \$13,000 |
| \$13,500 | \$225 | \$281 | \$293 | \$351 | \$321 | \$317 | \$375 | \$563 | \$473 | \$13,500 |
| \$14,000 | \$233 | \$292 | \$304 | \$364 | \$333 | \$329 | \$389 | \$583 | \$490 | \$14,000 |
| \$14,500 | \$242 | \$302 | \$315 | \$377 | \$345 | \$341 | \$403 | \$604 | \$508 | \$14,500 |
| \$15,000 | \$250 | \$313 | \$326 | \$390 | \$357 | \$353 | \$417 | \$625 | \$525 | \$15,000 |
| \$15,500 | \$258 | \$323 | \$336 | \$403 | \$369 | \$364 | \$431 | \$646 | \$543 | \$15,500 |
| \$16,000 | \$267 | \$333 | \$347 | \$416 | \$381 | \$376 | \$445 | \$667 | \$560 | \$16,000 |