

## Doonan® Releases Updated Quote Order Form v16.11a

Doonan® is pleased to share with you the most recent update to our Quote Order Form, v16.11a.

Kindly remove v16.07c as your template from your computer files, and replace with the attached new v16.11a Excel worksheet.

Please use the attached version when submitting ALL future Trailer Quotes/Orders.

### UPDATES MADE TO v16.11a:

1. Changed Flip Axles from an Option Category to a Trailer Type, giving the ability to spec out all options on a flip axle through use of the quote system. Dealers will now need to submit a separate quote form for a flip axle along with the quote form for the trailer.
2. Added Option for Forklift Trailers. Dealers should start by selecting the proper mounts for their specific forklift by using the "Forklift / Flip Axle Lugs" Option Category. The types of compatible forklift will expand as Doonan® receives orders for various other types of forklifts.
3. Added Efficiency Flatbed Discount. Efficiency flatbed trailers will be built in our new production plant. These trailers can only be produced with a limited set of options. If an option category has a red diamond out to the right, it means the option selected in this category does not allow the trailer to be produced in the new plant, and therefore does not qualify for the efficiency discount. *The trailer can still be manufactured in the main plant, but without the efficiency discount.*
4. Updated the Volume Discount Methodology.
5. Aluminum Surcharge Update.
6. Change to 2018 Model Year.



## New Plant Means New Opportunities

To Help You Meet Your 2017 Sales & Profit Goals

We listened to you about needing to be more price competitive in the marketplace. Doonan® has been working diligently to take advantage of the current industry slowdown to improve our efficiencies and make us more competitive. As a result, the following actions and programs have been collectively developed to benefit your dealership, to stimulate a stronger than ever Doonan® market presence, and to ensure a much improved 2017 sales year.

We "gutted" a 25,000 square foot plant previously used to stall build custom product and created a **NEW high-efficiency flatbed trailer plant**. This new plant will allow Doonan® to be competitively priced in the flatbed market.



Like any hard-tooled, high-efficiency flatbed plant, it has limitations. In order to achieve required production cycle times, only certain (limited) trailer options can be installed.

But don't worry, we will still be able to build your custom products in our main factory, they just will not have the high-efficiency discount.

The high-efficient flatbed trailer pricing is reflected in the latest Doonan® Quote Order form v16.11a. The high-efficiency discount is separate, and in addition to, any volume trailer discount.

The latest Doonan® Quote Order form (v16.11a) also incorporates **decreased drop deck trailer prices** across all models – Chaparral™, Platinum™, Black Gold™ & Diamond™.

Finally, for those loyal stocking dealers we have put together an exciting New 2017 Incentive Program to **help you reduce your existing new Doonan® stock inventory**. This program pays dealers cash back when they sell their existing new 2014 & '15 Doonan® stock inventory. See flyer for details.

**COMING SOON:** Doonan® has partnered with TruckPaper to create a new searchable website for Doonan® product called: **NewDoonanTrailersForSale.com** to help bring awareness of your available stock units. For dealers currently using TruckPaper, the inventory listing will be brought-in automatically with no additional work required. For those dealers not listing trailers on TruckPaper, they will be able to list their trailers on the webpage for **FREE**.

We believe the implementation of the above programs will make Doonan more competitive and allow you to meet your 2017 sales and profit goals. We invite you to review the following documents for further clarification, and to contact us with questions:

- New Doonan® Quote Order form v16.11a and update letter.
- New Incentive Program Flyer

Please continue to share with us your ideas for how we can help you, help us gain increased market share...both now and in the foreseeable future. **Thank you for your business!**