



Expression of Interest

Since 2012 Arctic Cat Australia has been the sole Australian importer / distributor for Arctic Cat ATV's and Side by Sides. It is a big part of our growth strategy for the future.

We have been in business for 45 years and currently import and distribute Triumph Motorcycles, Hyosung Motorcycles and Vespa /Piaggio Scooters. We currently operate from our facility in Kensington Victoria and employ around 30 staff so our existing infrastructure is substantial. We are the largest independent Motorcycle, Scooter and ATV importer in Australia.

Our objectives are to be competitive in the market with good product and dealer margins commensurate with the industry. We are importing most models with an emphasis on the Core lines.

Our current task is to build our dealer network. We have a proven track record in two-wheelers selling over 7000 units in 2012 and we are applying the same principles to marketing and supporting the Arctic Cat brand.

This "Expression of Interest" is the first step in the process of becoming an Arctic Cat dealer. We just need your basic information. Once completed, we will make contact with you and engage in dialogue followed by a visit to your location for further discussions. From this point if both parties wish to take it further we'll move to the "Application" stage.

The Application stage encompasses the formal requirements to enter into a franchise agreement. Again if the information fulfils our requirements, we'll make a decision to move forward and enter into a franchise agreement, starting with our Disclosure agreement.

But for now simply complete the following basic information and add anything else you feel is relevant and we'll give you a call asap.

For more information about arctic Cat Australia go to www.arcticcataustralia.com.au

Your Details

Your Name _____

Position in company _____

Financial interest in company _____

Company and trading name _____

Street _____ Suburb/town _____ State _____

Telephone _____ Fax _____

Mobile _____ Email _____

Business Structure

What Structure Does Your Business Operate Under (Please Circle)?

Company Trust Partnership Sole Trader

Do you currently have an ATV or motorcycle or any other franchise? Yes No

<u>Franchise</u>	<u>Years of association</u>	<u>Annual sales new</u>	<u>Annual sales used</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Your Plans for the Franchise

Franchises Sought

ATV

Side by Side

Off-road Vehicle (Wildcat – requires stocking Wildcat)

Why would you like an Arctic Cat Dealer Franchise?

Please include any other information that may assist us to understand your interest in the brand including photographs of your facilities.

Fax to 03 9381 9798

Or email to simon@psimporters.com.au