

JULY NATIONAL PROMOTION

BRING YOUR TRUCK TO LIFE

SUMMER TRUCK LIFE: LIVING AND OUTDOORS



PROMOTION TYPES

Instant Savings

Jobbers receive discounted pricing from wholesale partners during the sales period to support promotional MAP discounts to the end consumer.

Consumer Rebate

Consumers redeem the rebate offer via the rebate process. Offers include money back via gift card, or free product (BOGO) with purchase.

Jobber Rebate

Jobbers redeem the rebate offer via the rebate process. Offers include money back via gift card.

INSTANT SAVINGS						
Start	Finish	Brand	Product	Offer	WD to Dealer Discount USD	WD to Dealer Discount CAD
7/2/2024	7/31/2024	Extang®	Endure ALX®	\$150 USD / \$200 CAD	\$75 off regular cost	\$100 off regular cost
7/2/2024	7/31/2024	Extang®	Solid Fold® ALX	\$100 USD / \$140 CAD	\$50 off regular cost	\$70 off regular cost
7/2/2024	7/31/2024	Retrax®	EQ	\$300 USD / \$400 CAD	\$150 off regular cost	\$200 off regular cost
7/2/2024	7/31/2024	UnderCover®	ArmorFlex	\$150 USD / \$200 CAD	\$75 off regular cost	\$100 off regular cost
CONSUMER REBATES						
Start	Finish	Brand	Product	Offer		
7/2/2024	8/28/2024	Bushwacker®	4 pc Fender Flares - All	\$75 USD / \$100 CAD		
7/2/2024	8/28/2024	Elevate	Elevate Rack System	Receive free Elevate Sidebar with Elevate Rack purchase		
7/2/2024	7/31/2024	Extang®	Trifecta® ALX	\$60 USD / \$80 CAD		
7/2/2024	8/28/2024	Go Rhino®	SRM Racks	\$100 USD / \$140 CAD		
7/2/2024	8/28/2024	Go Rhino®	XRS Overland Xtreme Bed Rack	Receive free XRS Accessory Gear Table with XRS Overland Xtreme Bed Rack Purchase		
7/2/2024	8/28/2024	Husky Liners®	Cargo Logic	\$40 USD / \$60 CAD		
7/2/2024	9/30/2024	Husky Liners®	Weatherbeater™ (Front set or Combo set)	Receive Universal Sunshade with purchase of Weatherbeater Front Set		
7/2/2024	9/30/2024	Husky Liners®	X-act Contour® Combo or Front & Back Set	Receive Universal Mud Flap or Phone Mount with qualifying purchase of X-act Contour Combo Set or complete Front & Back Set		
7/2/2024	8/28/2024	RealTruck®	GoTent*	\$300 USD / \$400 CAD		
7/2/2024	8/28/2024	ReaTruck®	GoRack*	Receive free Rugged Ridge Traction Recovery Kit with GoRack purchase		
7/2/2024	7/31/2024	Retrax®	ONE MX / XR	\$150 USD / \$200 CAD		
7/2/2024	9/30/2024	Rugged Ridge®	All Products	Receive \$20 with qualifying purchase \$99 or more - US ONLY		
7/2/2024	7/31/2024	Superlift	All Products	Receive \$250 with qualifying purchase of \$1,250 or more - US ONLY		
7/2/2024	7/31/2024	TruXedo®	Pro X15	\$60 USD / \$80 CAD		

*Product ordered through Omix

See back for jobber rebates and A.R.E. special offers.

Instant savings available at participating wholesaler partners.
Rebates vary between US and Canada.

JOBBER REBATES

Start	Finish	Brand	Product	Offer
7/2/2024	8/28/2024	AVS®	Hood Shields - All	\$25 USD / \$35 CAD
7/2/2024	8/28/2024	AVS®	Vent Visors - All	In Channel / Outside Mount = \$15 USD / \$20 CAD Low Profile = \$20 USD / \$25 CAD
7/2/2024	8/28/2024	Bushwacker®	4 pc Fender Flares - All	\$100 USD / \$140 CAD
7/2/2024	7/31/2024	Elevate	Racks (FS/CS)	\$75 USD / \$100 CAD
7/2/2024	7/31/2024	Extang®	E-Series	\$25 USD / \$35 CAD
7/2/2024	7/31/2024	Go Rhino®	E1 Electric Running Boards	\$100 USD / \$140 CAD
7/2/2024	8/28/2024	N-FAB®	Steps (all)	\$70 USD / \$100 CAD
7/2/2024	7/31/2024	Retrax®	PRO MX	\$150 USD / \$200 CAD
7/2/2024	7/31/2024	TruXedo®	Sentry CT	\$125 USD / \$175 CAD
7/2/2024	7/31/2024	TruXedo®	TruXport	\$25 USD / \$35 CAD

A.R.E. Q3 SPECIAL OFFERS

Start	Finish	Product	Offer
7/1/2024	9/30/2024	Z2/Z Cap	\$225 off (\$100 Instant at Authorized Dealer / \$125 Consumer Rebate) USD
7/1/2024	9/30/2024	CX Revo/CX Evolve Cap	\$210 off (\$105 Instant at Authorized Dealer / \$105 Consumer Rebate) USD
7/1/2024	9/30/2024	HD (CX/MX) Cap	\$200 off (\$100 Instant at Authorized Dealer / \$100 Consumer Rebate) USD
7/1/2024	9/30/2024	Truck Cap w/ OTR UV stable Textured Exterior Finish	\$150 off (\$75 Instant at Authorized Dealer / \$75 Consumer Rebate) USD
7/1/2024	9/30/2024	MX Cap	\$110 off (\$55 Instant at Authorized Dealer / \$55 Consumer Rebate) USD
7/1/2024	9/30/2024	V Cap	\$50 off (\$25 Instant at Authorized Dealer / \$25 Consumer Rebate) USD
7/1/2024	9/30/2024	CX Classic & MX carpeted interior upgrade	\$50 off (\$50 Consumer Rebate) USD
7/1/2024	9/30/2024	LS3	\$100 off (\$50 Instant at Authorized Dealer / \$50 Consumer Rebate) USD
7/1/2024	9/30/2024	BedRug bedliner	\$80 off (\$40 Instant at Authorized Dealer / \$40 Consumer Rebate) USD
7/1/2024	9/30/2024	Ascend roof basket	\$90 off (\$45 instant at Authorized Dealer / \$45 Consumer Rebate) USD
7/1/2024	9/30/2024	Cap-Pack	\$100 off (\$50 instant at Authorized Dealer / \$50 Consumer Rebate) USD
7/1/2024	9/30/2024	Decked CargoGlide	\$120 off (\$60 instant at Authorized Dealer / \$60 Consumer Rebate) USD
7/1/2024	9/30/2024	Jeep Gladiator CX Classic with OTR exterior finish	\$75 Consumer Rebate USD
7/1/2024	9/30/2024	Ascend roof basket	\$45 Consumer Rebate USD
7/1/2024	9/30/2024	Rival LED Light Bars	\$25 Consumer Rebate USD

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