

PY2026 MARINE CO-OP ADVERTISING GUIDELINES





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PROGRAM PURPOSE

This CO-OP advertising program is designed to drive retail sales of Suzuki Marine (Suzuki) outboards and enhance overall brand perception. By sharing advertising costs, Suzuki encourages dealers to advertise more frequently and creatively while communicating accurately and positively about Suzuki products.

ELIGIBILITY

- Available exclusively to authorized Suzuki dealers holding a current Sales & Service Agreement.
- Only paid advertising and promotional expenses are reimbursable.
- The program is administered by Advertising Checking Bureau (ACB), Tempe, AZ.
 - ACB website: <https://suzukimarine.acbcoop.com>
 - Email for login help: suzuki@acbcoop.com (include dealership phone number).
 - Phone: (602) 438-2320.

2026 CO-OP YEAR

The 2025-2026 Marine CO-OP Advertising Program runs from July 1, 2025, through June 30, 2026, giving dealers a full 12-month window to utilize their CO-OP dollars on eligible marketing initiatives. A special extension applies to funds accrued in June 2025: they remain spendable through December 31, 2025, before expiring on January 1, 2026 (claims for these June dollars are accepted until January 30, 2026). All other CO-OP funds must be used for advertising or promotions completed by June 30, 2026; any balance left after that date automatically reverts to zero and does not roll forward. Final reimbursement claims for the overall program—including required documentation—must be received by August 30, 2026. Plan your campaigns early to take full advantage of this time-sensitive benefit.

Program Calendar

| Key Date | Action |
|--------------------------|--|
| July 1, 2025 | Program begins; accruals start. |
| June 30, 2026 | Program year ends. Advertising must be placed/performed by this date.* |
| Aug 30, 2026 | Final deadline for submitting all standard claims (60-day grace period). |
| June 2025 Fund Extension | Funds earned in June 2025 remain usable through Dec 31, 2025. |
| Jan 1, 2026 | Unused June 2025 funds forfeit. |
| Jan 30, 2026 | Last day to file claims using June 2025 funds. |

*Unused balances as of 6-30-26 revert to \$0 and do not roll over.



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HOW CO-OP IS EARNED

CO-OP funds are accrued two ways.

- Option one is to purchase your engines directly from Suzuki. Once the engines are invoiced and shipped, your CO-OP account will be credited.
- Option two is to purchase Suzuki engines from an authorized Suzuki boat builder company (Boat Builder).
 - Suzuki engines that are ordered and invoiced through a Boat Builder, but “drop shipped” directly from Suzuki to your Dealership, instead of to the Boat Builder, will automatically be entered into its Dealership Inventory and the CO-OP funds will be credited to the Dealership CO-OP Account.
 - Note: Suzuki engines that are purchased from a Boat Builder and delivered to the Dealer by the Boat Builder will require the receiving Dealer to transfer the engine into its Dealer Inventory on Suzuki Connect. By doing so, the CO-OP funds will be credited into the Dealership CO-OP Account.

Engine transfers from Dealer to Dealer are ineligible for CO-OP fund credits.

Accrual Amounts

| MODELS | CO-OP ACCRUAL |
|------------------------|---------------|
| DF40 | \$ 70.00 |
| DF50, DF60, DF70, DF75 | \$120.00 |
| DF90, DF115, DF140 | \$160.00 |
| DF150, DF175 DF200 | \$200.00 |
| DF225, DF250 DF300 | \$250.00 |
| DF350 | \$315.00 |

Accessing Your Accruals

1. Log in at the ACB portal. (<https://suzukimarine.acbcoop.com>)
2. Navigate on menu bar to Reports → All Promos Fund Summary Report → Click on To Allocated (located at the bottom of the chart)



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CLAIM PROCESSING

- Approved advertising, promotional, and boat-show exhibit-space costs are credited up to the balance available in your Dealer CO-OP Account.
- Credits post to your Suzuki Parts (open) Account; no separate check is issued.
- If a claim is processed but your CO-OP balance is temporarily insufficient, the unpaid portion will be paid automatically as new funds accrue—through the end of the program year.
- All funds not used by June 30, 2026, will be forfeited. *See 2026 CO-OP Year above.

Claim Submission Checklist

- ✓ Paid invoice, proof of advertising and proof of product received.
- ✓ Creative file or photo/video with visible life-jacket compliance.
- ✓ Documentation of Suzuki brand mention per guidelines. (See PhotoShelter for Brand Guide)
- ✓ Vendor pre-approval email (if applicable).
- ✓ Submit through ACB portal by the stated deadlines.

| APPROVED MEDIA | Reimbursement % |
|---|--|
| • Boat Shows / Open House / In-House Promotion | 100% (Exclusive Suzuki Representation) |
| • Clean Ocean Project Event | 100% |
| • Dealership Signage – Approved Vendor* | 100% |
| • Genuine Suzuki Marine Catalog Clothing & Hats | 100% |
| • Genuine Suzuki Marine Promotional Catalog Products | 100% |
| • Paid Internet Advertising, Social Media, E-mail Blast | 100% |
| • Boat Boarding Steps – Approved Vendor* | 75% |
| • Engine Covers – Approved Vendor* | 75% |
| • Engine Stands – Approved Vendor* | 75% |
| • Retractable Banner Stands – Approved Vendor* | 75% |
| • Tents and Flags – Approved Vendor* | 75% |
| • Billboards | 50% |
| • Clothing & Hats – Approved Vendor* | 50% |
| • Direct Mail | 50% |
| • Print Advertising (Magazine & Newspaper) | 50% |
| • Promotional Items: Koozies/Key Rings/Pens/Etc. – Approved Vendor* | 50% |
| • Radio & Television | 50% |
| • Boat or Auto Wrap | 50% - 100% |

Any media such as promotions, special events, etc. must be approved in advance by Suzuki.



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***APPROVED VENDOR:** Only work with Suzuki Marine approved vendors to receive the full CO-OP match. You'll find the current roster under Resources → Approved Vendors on the ACB portal (suzukimarine.acbcoop.com) or through your [PhotoShelter login](#). If the partner you'd like to use isn't shown, email a brief advertising request—before you commit—to your District Sales Manager and copy obcoop@suz.com for written pre-approval. The vendor must be approved to ensure correct logo usage. Claims involving unlisted vendors that lack prior approval will not be reimbursed.

PHOTOSHELTER

We've rolled out PhotoShelter as your one-stop creative hub. Inside this new platform you'll find everything you need to launch CO-OP-compliant campaigns—approved Suzuki Marine vendor contacts, the latest Brand Guide, high-resolution logos, lifestyle and product images, ready-to-run promotional assets, and template ads that meet all current guidelines. Each dealership receives its own unique login, giving your team 24/7 access to download fresh materials, stay on brand, and accelerate turn-times on marketing projects.

- PhotoShelter Link: www.suzukimarine.com/assets
- The PhotoShelter link is available on the ACB website as well as on Suzuki Connect under Suzuki Links on the main page.

To access the site and begin using it, please follow the steps below:

1. To signup, please visit: <https://suzukimarineusa.PhotoShelter.com/signup>
2. Once you have signed up, please visit this website to start accessing your Suzuki Marine resources: www.suzukimarine.com/assets

REQUIREMENTS

The requirements for Approved Media are set forth below.

- Suzuki advertising shall promote "Safe Boating." Captain and crew shall wear life jackets in all visual media, i.e. video and photography.
- See Suzuki Marine's Brand Guide for specifications and the proper use of all Suzuki Marine brand logos. A copy of the Brand Guide is located on the ACB Website under Resources and in PhotoShelter.
- Suzuki Logos – NO ALTERATIONS ALLOWED (No color variations, outlines, or drop shadows)





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- Suzuki PMS Colors -
 - RED Pantone: PMS192C or CMYK: 05 / 100 / 70 / 0
 - BLUE Pantone: PMS 287C or CMYK: 100 / 85 / 0 / 5
 - COP AQUA Pantone: PMS 3252 or CMYK: 92 / 0 / 3 / 19
 - COP WAVE Pantone: PMS 285 or CMYK: 100 / 45 / 0 / 19
 - COP SEA LIFE Pantone: PMS 661 or CMYK: 100 / 64 / 0 / 42

Optional Pre-Approval (Recommended)

Suzuki Marine highly encourages dealers to submit proposed advertisements—event or show concepts, promotional items, signage mock-ups, etc.—for feedback before launching a campaign. Early review by ACB and/or your District Sales Manager (DSM) can help identify compliance issues and speed final claim processing.

- Submit creative files via the ACB portal under My CO-OP → Submit Prior Approval.
- Advance feedback does not guarantee reimbursement; the final decision to approve or reject a claim will be based on the review of the actual published advertisement and full documentation that is submitted as part of the claim.

Claim Submission & Processing

- File claims online via the ACB portal: My CO-OP → Submit Claim.
- Resubmit previously denied claims from your Claims Search results list.
- Claims must be submitted within 60 days of the advertisement date to qualify for reimbursement and to ensure prompt processing.
- Suzuki CO-OP is available only to authorized dealers; media outlets or agencies are never paid directly.
- Reimbursement is based on net paid advertising (after any vendor discounts, agency commissions, or placement fees).
- If your dealership has an advertising concept outside this program or needs prior approval, email the request to obcoop@suz.com. Include dealer name and Suzuki dealer number.
- Remember: Any CO-OP funds still unused by June 30, 2026, will be forfeited.

Need Help?

- ACB Support: suzuki@acbcoop.com | (602) 438-2320
- Suzuki CO-OP Team: obcoop@suz.com
- PhotoShelter Link: www.suzukimarine.com/assets



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100% REIMBURSEMENT

BOAT SHOW / OPEN HOUSE / IN-HOUSE PROMOTION

BOAT SHOWS & EVENT SPACE REIMBURSEMENT

(Only Exclusive Suzuki representation will qualify for 100% CO-OP)

- Prior approval required: Obtain sign-off from your DSM and/or Suzuki before committing to any promotion format or show. Please allow a minimum of 2 weeks' notice for approval.
- Suzuki will reimburse up to 100% of booth-space cost when the display features only new Suzuki-brand outboards or boats powered exclusively by Suzuki outboards (no competitive propulsion).
 - All loose or rigged motors, all motors shown in collateral, and every boat in the space must be Suzuki-powered.
- If competitive products share the space or appear in advertising, reimbursement drops to 50%, limited to the square footage or airtime devoted to Suzuki outboards.
- Suzuki outboards (or Suzuki-powered boats) must occupy at least 50% of the booth and be the primary focus to qualify for the minimum of 50% CO-OP reimbursement.
- Only exhibit-space fees qualify.
- **Not Reimbursable:** Labor, electrical, rigging, furniture, flooring, carpet, drayage, food & beverage etc.
- Shared booths: List the partnering Suzuki Marine dealer's name on your claim.
- Suzuki signage (banners, pennants, signs) clearly visible from inside and outside the booth.
- Claims must be filed within **60 DAYS** of the show date.

In examples (A) and (B), the Suzuki portion of the show space is eligible for CO-OP reimbursement at 100%.

Example: (A)

| |
|----------------------|
| SUZUKI 100% OF SPACE |
|----------------------|

Example: (B)

| | |
|--------|------|
| SUZUKI | 1/4X |
| 1/2 | 1/4Z |

In layout (C), the Suzuki portion of the show space is not eligible for CO-OP since less than 50% of the total space is occupied by Suzuki.

Example: (C)

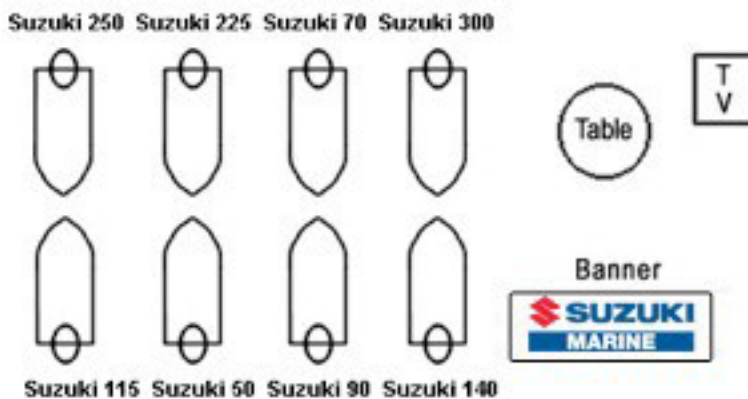
| |
|------------|
| SUZUKI 1/3 |
| 1/3X |
| 1/3Z |



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Required Documentation for Boat-Show Claims

- Pre-approval notification from Suzuki.
- Copy of the contract for exhibit space and paid invoice.
- Digital or hand-drawn overhead diagram of the booth indicating all boats, motors, and other products displayed. (motor count & boat count)
- Photos of Suzuki signage (banners, pennants, signs) clearly visible from inside and outside the booth.
- Color photographs/video of the entire exhibit:
 - Minimum 5 photos to include 4-corners of the booth, Dealer sign & Suzuki POP.
 - One clear color photo for each Suzuki engine on display.
 - All motors must be visible; incomplete photos will cause prorated reimbursement or denial.
- Example of hand drawn overhead view diagram:



OPEN HOUSE / IN HOUSE PROMOTION

(Only Exclusive Suzuki representation will qualify for 100% CO-OP)

- Prior approval required from your DSM and/or Suzuki before the event. Please allow a minimum of 2 weeks' notice for approval.
- Promotion must be Exclusive Suzuki Representation to Qualify for 100% CO-OP
- Suzuki outboards or Suzuki-powered boats must be in a special designated area at your Dealership and be the main feature product.
- Eligible event items (e.g., T-shirts, hats, stickers) qualify at 100% when guidelines are met.
- Both the Suzuki Marine logo must be displayed prominently on all pre-event and on-site print materials (newspaper ads, posters, mailers, signage).
- Food or beverage expenses **are not** eligible.
- File the CO-OP claim online (My CO-OP → Submit Claim) and attach:
 - The pre-approval notification from Suzuki.
 - Color photos/video documenting the event.
 - Copies of all print materials used (flyers, tear sheets, etc.).
 - Paid invoices for printed materials and approved event items.



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CLEAN OCEAN PROJECT EVENTS – Qualify for 100% CO-OP

- Prior approval required from your DSM and/or Suzuki before the event. Please allow a minimum of 2 weeks' notice for approval.
- Eligible event items (e.g., T-shirts, hats, stickers) qualify at 100% when guidelines are met.
- Both the Suzuki Marine logo and Suzuki Clean Ocean Project logo must be displayed prominently on all pre-event and on-site print materials (newspaper ads, posters, mailers, signage).
- Food or beverage expenses are not eligible.
- File the CO-OP claim online (My CO-OP → Submit Claim) and attach:
 - The pre-approval notification from Suzuki.
 - Color photos/video documenting the event.
 - Copies of all print materials used (flyers, tear sheets, etc.).
 - Paid invoices for printed materials and approved event items.

DEALERSHIP SIGNAGE - Approved Vendor Qualifies for 100% CO-OP

- Pre-approval is required: Submit signage proposals to Suzuki for authorization before purchase. Please allow a minimum of 2 weeks' notice for approval.
- Purchase and install signage only from an authorized Suzuki Marine manufacturer.
- Eligible costs: sign cost, installation fees, and shipping
- File the CO-OP claim online (My CO-OP → Submit Claim) and attach:
 - The pre-approval notification.
 - Paid invoice for the sign, installation, and shipping.
 - Color photo(s) of the installed signage clearly showing Suzuki branding

GENUINE SUZUKI MARINE CATALOG CLOTHING & HATS - Qualify for 100% CO-OP

- Order the desired sales promotional materials from Suzuki Parts & Accessories: Shirts/Jackets/Hats
- NOTE: For giveaway purposes only. Items being sold will not qualify for CO-OP reimbursement.
- File the CO-OP claim online (My CO-OP → Submit Claim) and attach:
 - Paid invoice
 - A legible copy of the pick ticket/packing slip and/or color photo of received merchandise.

GENUINE SUZUKI MARINE CATALOG PROMOTIONAL PRODUCTS - Qualify for 100% CO-OP

- Giveaway items: Key Chains, Coffee Cups, Koozies, Umbrella, Rain Poncho
- POP Materials: Banners, Pennants, Tables, Chairs, Tents, and Floor Mats
- Order desired sales promotional materials from Suzuki Parts & Accessories Catalog. (Parts/Props/Oil does not qualify for CO-OP)
- NOTE: Items being sold will not qualify for CO-OP reimbursement.
- File the CO-OP claim online (My CO-OP → Submit Claim) and attach:
 - Paid invoice
 - A legible copy of the pick ticket/packing slip and/or color photo of received merchandise.



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PAID INTERNET ADVERTISING, SOCIAL MEDIA, E-MAIL BLAST - Qualify for 100% CO-OP
(Dealer websites DO NOT qualify for reimbursement.)

- Eligible channels: website display ads, paid search, social media ads (Facebook/Instagram, YouTube pre-roll, etc.), streaming radio, OTT/CTV, geo-targeted mobile, and email marketing placements.
- The current Suzuki Marine logo must appear prominently in the message and be at least equal in size to your dealership name or logo.
- Ad creative must clearly feature Suzuki outboards or Suzuki-powered boats; include copy such as "Powered by a Suzuki outboard" if only the boat image is shown.
- Submit your claim online (My CO-OP → Submit Claim) with:
 - Paid invoice(s) detailing spend, flight dates, and platform.
 - Screen captures or URL proofs demonstrating Suzuki logo visibility and branding.
 - Summary of impressions/clicks (if available) to illustrate value.

75% REIMBURSEMENT

BOAT BOARDING STEPS – Approved Vendor Qualifies for 75% CO-OP

- All boat step purchases must be pre-approved by Suzuki. Please allow a minimum of 2 weeks' notice for approval.
- The Suzuki Marine logo must be prominently displayed on the fixture and be at least equal in size to your dealership name or logo that appears on the steps.
- File the CO-OP claim online (My CO-OP → Submit Claim) and attach:
 - The pre-approval notification from Suzuki.
 - Paid invoice for the boarding steps.
 - Color photo(s) clearly showing the received steps installed with visible Suzuki branding

ENGINE COVERS – Approved Vendor Qualifies for 75% CO-OP

- All engine cover purchases must be pre-approved by Suzuki. Please allow a minimum of 2 weeks' notice for approval.
- The Suzuki Marine logo must be prominently displayed on two sides and be at least equal in size to your dealership name or logo that appears on the cover.
- File the CO-OP claim online (My CO-OP → Submit Claim) and attach:
 - The pre-approval notification from Suzuki.
 - Paid invoice for the cover/s.
 - Color photo(s) clearly showing the received cover with visible Suzuki branding

ENGINE STANDS – Approved Vendor Qualifies for 75% CO-OP

- All engine stand purchases must be pre-approved by Suzuki. Please allow a minimum of 2 weeks' notice for approval.
- The current Suzuki Marine logo must be at least equal in size to your dealership name or logo that appears on the stand.



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- File the CO-OP claim online (My CO-OP → Submit Claim) and attach:
 - The pre-approval notification from Suzuki.
 - Paid invoice for the stand/s.
 - Color photo(s) clearly showing the received engine stands with visible Suzuki branding

RETRACTABLE BANNER STANDS - Approved Vendor Qualifies for 75% CO-OP

- Pre-made Suzuki ads are available—Visit PhotoShelter, www.suzukimarine.com/assets, link via on ACB website or Suzuki Connect.
- The current Suzuki Marine logo must be displayed prominently and at least equal in size to your dealership name or logo.
- The advertisement must include either:
 - A clearly identifiable current-model Suzuki outboard or Suzuki-powered boat, or
 - A studio image of a Suzuki outboard and the copy “Powered by a Suzuki outboard” or “Equipped with a Suzuki outboard.”
- File the CO-OP claim online (My CO-OP → Submit Claim) and attach:
 - Paid invoice for the promotional signage.
 - Color photo(s) of the promotional signage clearly showing Suzuki branding

TENTS AND FLAGS - Approved Vendor Qualifies for 75% CO-OP

- View PhotoShelter for approved vendor with approved materials.
- The current Suzuki Marine logo must be displayed prominently and at least equal in size to your dealership name or logo.
- File the CO-OP claim online (My CO-OP → Submit Claim) and attach:
 - Paid invoice for the promotional merchandise.
 - Color photo(s) of the promotional signage clearly showing Suzuki branding

50% REIMBURSEMENT

BILLBOARD - Qualify for 50% CO-OP

- Prior Approval recommended. Please allow a minimum of 2 weeks’ notice for approval.
- The current Suzuki Marine logo must be featured prominently and at least equal in size to your dealership name or logo.
- Signage must include either:
 - A clearly identifiable current-model Suzuki outboard or Suzuki-powered boat, or
 - A studio image of a Suzuki outboard and the copy “Powered by a Suzuki outboard” or “Equipped with a Suzuki outboard.”
- File the CO-OP claim online (My CO-OP → Submit Claim) and attach:
 - The pre-approval notification from Suzuki if obtained.
 - First-time claims for a sign must include color photo(s) of the installed sign.
 - Submit a CO-OP claim online with a legible paid invoice (or contract) showing the installation date.



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CLOTHING & HATS – Approved Vendor Qualifies for 50% CO-OP

- Clothing artwork must be pre-approved by Suzuki. Please allow a minimum of 2 weeks' notice for approval.
- The current Suzuki Marine logo must be shown and must be in equal size to your Dealer name or logo
- File the CO-OP claim online (My CO-OP → Submit Claim) and attach:
 - The pre-approval notification from Suzuki.
 - Paid invoice
 - Color photos of the merchandise received clearly showing Suzuki branding

DIRECT MAIL - Qualify for 50% CO-OP

- The current Suzuki Marine logo must be displayed prominently and be at least equal in size to your dealership name or logo.
- The advertisement must include either:
 - A clearly identifiable current-model Suzuki outboard or Suzuki-powered boat, or
 - A studio image of a Suzuki outboard and the copy "Powered by a Suzuki outboard" or "Equipped with a Suzuki outboard."
- Ineligible costs: production charges such as typography, layout, paste-up, or artwork.
- File the CO-OP claim online (My CO-OP → Submit Claim) and attach:
 - A copy of the direct-mail piece.
 - Paid invoice for printing and postage.
 - Mailing certification showing quantity, date, and mail class.
 - Suzuki may request a copy of the mailing list for verification.

PRINT ADVERTISING (Magazine or Newspaper) - Qualify for 50% CO-OP

- Pre-made Suzuki ads are available—See PhotoShelter.
- The current Suzuki Marine logo must be displayed prominently and at least equal in size to your dealership name or logo.
- The advertisement must include either:
 - A clearly identifiable current-model Suzuki outboard or Suzuki-powered boat, or
 - A studio image of a Suzuki outboard and the copy "Powered by a Suzuki outboard" or "Equipped with a Suzuki outboard."
 - Magazine Exception: rate-holder/classified ads ≤ 1" × 1" (or ≤ 1/12 page) need no product image but must display the Suzuki logo or the words "Suzuki Marine."
- Ineligible costs: production charges such as typography, layout, paste-up, or artwork.
- Submit your claim online (My CO-OP → Submit Claim) with:
 - Paid invoice for the ad.
 - Full-page tear sheet (or copy) showing publication name and date. One tear sheet suffices for multiple runs in the same publication if the invoice lists run dates; separate publications each require their own tear sheet.



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PROMOTIONAL GIFTS/GIVEAWAYS - Approved Vendor Qualifies for 50% CO-OP

- Suzuki branded items such as: Key Chains, Water Bottles, Koozies, Pens, Sunglasses etc.
- Items and artwork must be pre-approved by Suzuki. Please allow a minimum of 2 weeks' notice for approval.
- The current Suzuki Marine logo must be shown and must be in equal size to your Dealer name or logo
- File the CO-OP claim online (My CO-OP → Submit Claim) and attach:
 - The pre-approval notification from Suzuki.
 - Paid invoice for the merchandise
 - Color photos of the merchandise received clearly showing Suzuki branding

RADIO & TELEVISION - Qualify for 50% CO-OP

RADIO:

- Prior Approval recommended. Please allow a minimum of 2 weeks' notice for approval.
- Audio requirements: The phrases "Suzuki Outboards" or "Suzuki-Powered (boat name)" must be used in the first or second sentence and one additional time in a 30-second spot or two (2) additional times in a 60-second spot.
- File the CO-OP claim online (My CO-OP → Submit Claim) and attach:
 - The pre-approval notification from Suzuki if obtained.
 - A copy of the paid invoice showing the net amount of the ad(s) and the dates and times it aired.
 - A notarized ANA/RAB type script showing the amount of each ad and the invoice it is billed to must also be submitted.

TELEVISION

- Prior Approval recommended. Please allow a minimum of 2 weeks' notice for approval.
- Audio requirements: The phrases "Suzuki Outboards" or "Suzuki-Powered (boat name)" must be included in the first or second sentence of the audio portion and one additional time in a 30-second spot, or two (2) additional times in a 60-second spot.
- Visual requirements:
 - Show identifiable current model Suzuki outboards or identifiable Suzuki outboard-powered boats in either action footage or still photos.
 - The current Suzuki logo must display prominently alongside your dealership name/logo in the video (e.g., dealer tag).
- File the CO-OP claim online (My CO-OP → Submit Claim) and attach:
 - The pre-approval notification from Suzuki if obtained.
 - A copy of the paid invoice showing the net amount of the ad(s) and the dates and times it aired.
 - A video tape or You Tube version with web address of the ad and a notarized ANA/TB type script showing the amount of each ad and invoice number it is billed to. The script must be an original notarized script (copies are not acceptable). The video tape of the ad will be returned after processing.
 - If a Suzuki-supplied television commercial is used, it is not necessary to submit a videotape. However, a notarized affidavit from the television station stating the use of a Suzuki-supplied tape must be included, with an invoice clearly confirming dates and times of the aired commercial.



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50-100% REIMBURSEMENT

BOAT OR AUTO WRAP - Qualify for 50-100% CO-OP*

- All boat and/or auto wraps must be pre-approved by Suzuki. Please allow a minimum of 2 weeks' notice for approval.
- The Suzuki Marine logo must be prominently displayed on all sides and be at least equal in size to your dealership name or logo that appears on the wrap.
- File the CO-OP claim online (My CO-OP → Submit Claim) and attach:
 - The pre-approval notification from Suzuki.
 - Paid invoice for the wrap and installation.
 - Color photo(s) of all sides with visible Suzuki branding

* 100% CO-OP will apply if Suzuki Marine is the primary logo. 50% will apply if Suzuki Marine is shared in conjunction with the dealer's primary logo.



100% CO-OP Reimbursement



50% CO-OP Reimbursement

* APPROVED VENDOR – Only work with Suzuki-approved vendors to receive the full CO-OP match. You'll find the current roster under Resources → Approved Vendors on the ACB portal (suzukimarine.acbcoop.com) or through your PhotoShelter login. If the partner you'd like to use isn't shown, email a brief advertising request—before you commit—to your District Sales Manager and copy obcoop@suz.com for written pre-approval. The vendor must be approved to ensure correct logo usage. Claims involving unlisted vendors that lack prior approval will not be reimbursed.

Need Help?

- ACB Support: suzuki@acbcoop.com | (602) 438-2320
- Suzuki CO-OP Team: obcoop@suz.com
- PhotoShelter Link: www.suzukimarine.com/assets



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DEFINITION of "COMPETITION" for CO-OP ADVERTISING

For the purposes of Suzuki Marine's CO-OP program, "competition" encompasses any product or brand that could divert customer attention or spending away from Suzuki outboards or genuine Suzuki accessories. Specifically, it includes:

- Other outboard-motor brands—any make or model not manufactured by Suzuki.
- Boats not powered by Suzuki—whether they run stern drives, jets, inboards, electrics, or rely solely on oars, paddles, or sails.
- All non-Suzuki accessories, marine or otherwise—if it's not a genuine Suzuki part, it's considered competitive.
- Non-marine powersports and related products—farm implements, lawn-and-garden equipment, RVs, ATVs, motorcycles, or any other powersports vehicles.

Advertising that features—or even visually depicts—these competitive items is not eligible for reimbursement and may jeopardize your claim. Always focus creatively on Suzuki engines, boats powered by Suzuki, or approved Suzuki accessories to secure full CO-OP credit.

DISQUALIFICATION CRITERIA

A CO-OP claim will be fully rejected if any of the following occur:

- Ads that promise impossible financing, such as "instant reverse payment," "no payments for life," or "never make a single payment" (unless the statement is clearly limited—e.g., "...for six months").
- Promotion of used Suzuki outboards.
- Failure to submit required boat-show photos or video.
- Content that misrepresents Suzuki policies or is otherwise unethical.
- Advertisements devoted solely to rental boats or motors. (Rental information may appear only in fine print within a new-sales ad for Suzuki outboards or Suzuki-powered boats.)
- Images that portray Suzuki products poorly, improperly installed, or misused.
- Resale of CO-OP-funded materials—doing so triggers a claim reversal and a debit to the dealer's Parts Account.
- Photos or videos of vessels under way in which the captain or crew are not wearing life jackets.

Any single violation above disqualifies the entire claim, so review creative carefully before submitting.

INELIGIBLE COSTS

- Any production charges including, but not exclusive to, typesetting, layout, labor, creative, studio or editing time, photography, etc.
- Agency commissions, placement fees, etc.
- Any food or drink related items.
- Boat show expenses such as labor, electrical, rigging, furniture rental, flooring, carpet, drayage etc. (Suzuki will only CO-OP exhibit space.)
- Any promotional materials/gifts that are purchased and sold. This includes items from the Parts & Accessories Catalog.
- Parts/Props/Oil does not qualify for CO-OP.



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LEGAL NOTICES

The participating Dealer understands that participation in this Program is completely voluntary, and further understands that the Dealer and the Dealer's agency are solely responsible for legal review of any advertising.

Suzuki or Suzuki's designated representative will check for compliance with the rules of the Program and check invoices for accuracy. Suzuki will NOT check and is NOT responsible for the legality of the Dealer's advertising. The participating Dealer shall defend, indemnify, and hold harmless Suzuki, its parent, subsidiary and related affiliate, and their officers, directors, agents and employees, from and against any and all actions or proceedings of any kind, claims, damages, liabilities, costs, and expenses, including legal costs, attorney fees, arising out of or relating to such advertising under this Program. Suzuki shall have the right to control the defense of any such action or claim in all aspects.

Suzuki's total liability for any losses, damages and expenses of any type whatsoever incurred by the Dealer or any of its affiliates, principals, guests, employees, invitees, and contractors ("Losses"), which is caused directly or indirectly by any/all acts or omissions by Suzuki in connection with, or related to, this Program or claims hereunder, including, but not limited to, any breach of Suzuki's obligations, hereunder, shall be limited solely to direct and actual damages in an aggregate amount not to exceed the CO-OP claims in a six (6) months period.

Suzuki reserves the right to audit any and or all CO-OP claims for billing accuracy, content, and reimbursed discounts in compliance with this Program. Any discrepancies may be debited back to the Dealer. All Suzuki decisions are final.

Arbitration: In the event of any controversy or claim arising out of or relating to this Program, or a breach thereof, the parties hereto shall first attempt to settle the dispute by mediation, administered by the American Arbitration Association under its Mediation Rules. If settlement is not reached within sixty (60) days after service of written demand of mediation, any unresolved controversy or claim shall be settled by binding arbitration administered by the American Arbitration Association under its Commercial Rules. The number of arbitrators shall be three if the amount in controversy exceeds \$100,000 USD. Delaware law shall apply. Judgment on the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof.

Assignment: Neither this Program nor any of the rights, interests, or obligations hereunder shall be assigned by any of the parties hereto (whether by operation of law or otherwise). Subject to the preceding sentence, this Program will be binding upon, inure to the benefit of and be enforceable by the parties and their respective successors and assigns.

In all matters relating to the interpretation and application of any rule or phase of Suzuki incentive programs, the decision of Suzuki shall be final. Suzuki reserves the right to cancel, amend, or revoke incentive programs at any time due to reasonable business consideration or due to circumstances beyond its control. The program outlined herein is subject to change based on these same factors.

This Program is subject to change dates, reimbursement percentages, qualifications, disqualifications, or any other function as deemed reasonable by Suzuki.

Suzuki reserves the right to amend, revoke or interpret this program at any time, without liability, in its sole discretion. Prior interpretation or actions taken by Suzuki during this program or previous programs are not binding and have no bearing on future decisions.



PY2026 MARINE CO-OP ADVERTISING GUIDELINES

QUESTIONS

A monthly CO-OP advertising summary indicating funds generated from invoiced shipments and claims approved can be reviewed on the ACB website.

In addition, you can inquire about your CO-OP activity daily simply by visiting the ACB website suzukimarine.acbcoop.com

- CO-OP balance (updated daily)
- History of CO-OP activity
- Status of a claim
- Type of media used and media name
- Percent and pay-out of claim

We are committed to providing you with increased service and CO-OP opportunities. Therefore, if you have questions regarding this Program, please contact:

SUZUKI MARINE USA, LLC
c/o The Advertising Checking Bureau
PO Box 52118
Phoenix, AZ 85072-2118
Phone: 602-438-2320
Email: suzuki@acbcoop.com

For any other correspondence, please email to:

Suzuki Marine USA, LLC
Email: obcoop@suz.com.

Please note: CO-OP claims must be sent to ACB for processing via the ACB online portal. If the reimbursement amount is outside of these guidelines, your claim will require pre-approval from Suzuki.