

Bullet Proof Diesel Welcome Letter

Hi and thank you for your interest in Bullet Proof Diesel and our BulletProof products. We are excited to meet new customers and to grow the Bullet Proof Diesel family/network.

Before we begin there are just a few important points that we BOTH need to understand. Bullet Proof Diesel isn't like all the other companies out there... we are a bit different, and we have a unique and clear view of what we call "Win-Win" relationships. In fact, we believe that every relationship needs to be a win for both sides. You need to make enough profit on each job to reward you for your hard work. At the same time, we need to have shops that can clearly represent and sell our products to our mutual customers. That's a win-win and that's what we strive to do with every transaction, phone call, and order.

How does Bullet Proof Diesel help you and your shop? We do that in a number of ways. First of all, with our Preferred Installer program we can guide customers to your shop - customers that want our genuine BulletProof products installed on their trucks. We do this by featuring your shop on our online "Find an Installer" map page. You clearly benefit from this relationship because your shop will land the type of customers that successful shops are built on: customers that want quality, customers that want the best products, customers that expect to pay good money for great service. Second, this flow of high-quality customers will return to your shop for maintenance and additional repairs, and every shop loves a repeat customer. Third – by keeping this network exclusive and tight, the perceived and actual value to the end customer is increased, adding value to your business.

So how does one become part of the Bullet Proof Diesel family? There are several common sense requirements that you must agree to abide by. These requirements are:

1. Enter this relationship with integrity to form a mutually beneficial relationship.
2. Be an actual business in the field of diesel truck repair.
3. Have a physical commercial facility or a legitimate mobile service used for retail diesel repair.
4. Be open and willing to work with Bullet Proof Diesel on a win-win relationship.
5. Agree to our MAP (Minimum Advertised Price) and Trademark and Tradename policies.
6. Help us monitor and report MAP and Trademark/Tradename violations.
7. Work with us to help resolve customer disputes and warranty repairs.
8. Know, understand and sell our products to your customers.

This simple list represents the basic ingredients of a friendly, win-win business relationship that - when put into action - allows for us both to benefit. When we all work together, we become a larger, stronger network that is greater than the sum of our parts.

On the following pages, you will find our various documents that you need to get started. Read through and complete the simple forms. When completed, signed by an officer or owner of your company and returned to Bullet Proof Diesel, we will process the forms quickly and get you started on building a wonderful and profitable win-win relationship.



Ken Neal



Gene Neal

MAP Pricing Policy:

At Bullet Proof Diesel we want to make sure that the playing field is level for all re-sellers of our goods. Furthermore, we strive to have our BulletProof products marketed and advertised in a way or manner that reinforces and promotes the high-quality and innovative solutions that our products represent. Therefore, we have established a Minimum Advertised Price (MAP) for all of our products.

With regards to all of our BulletProof products, the MAP for each product is the standard retail price that a customer would pay for our products without any discounts, promotions or other price reduction methods. You can find a list of our MAP prices on our webpage at this URL:

<http://www.bulletproofdiesel.tv/Files/MAPPricing/Bullet%20Proof%20Diesel%20MAP%20Pricing.htm>

It is important to understand that MAP pricing ONLY applies to the ADVERTISED price of a product. The actual sales price of a BulletProof product can be more, less or equal to our MAP price, but can only be advertised in accordance with the MAP pricing policy.

Our MAP pricing applies to any advertising medium that the public might see. This includes:

Website stores, Facebook stores or posts, online resales, forums, all digital media, etc.

Newspaper, magazine, flyer, coupons, catalogs or any other type of printed media, whether digital or non-digital.

Radio, television, YouTube, webcasts or any other similar medium.

If you have any questions or are uncertain about our policy in any way, please give us a call **BEFORE** you advertise. We will be happy to discuss and help you with your questions. Please call before you take action. You will need to contact our team at 888-967-6653 or 480-247-2331.

Trademark and Tradename Policy

First of all – it's important to understand just exactly what a Trademark is. The US Patent and Trademark website offers this definition:

A trademark is a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the source of the goods of one party from those of others.

It's a word, phrase or symbol that designates the source of those goods or services. These include words like Burger King, Best Buy, General Motors and Apple.

When it comes to aftermarket diesel engine products, there is only one Bullet Proof Diesel. Due to our innovative and patented products, years and years of nation-wide advertising and being featured in numerous magazine articles showcasing our products and services, we have established the BulletProof brand as *the* BulletProof with regards to aftermarket diesel engines parts and services.

What does this mean to you? It means lots of things, but here are two that are very important:

1. This branding works in your favor. Customers know that a BulletProof truck is worth more than a non-BulletProof truck. They associate value with our brand, our products and our services. This means that they are willing to pay more for the genuine article than they are for a cheap imitation or copy.
2. This means that you can only use BulletProof to advertise and promote genuine BulletProof products. Think of it like this... would you feel upset if you went into a store advertising your favorite brand and found that they only sold an imitation? Do you really want to buy a Timex when you've been promised a Rolex? Would you trust the store that mis-advertised and didn't sell the genuine product? In order to be true to our trademark rights and to keep your customers properly informed, you need to properly label parts, packages and services. Remember, a trademark is a *...word or phrase that identifies the source of the goods...* In other words, only BulletProof identifies genuine Bullet Proof Diesel aftermarket diesel engine products, kits and services. Period.

So to be in compliance with our Trademark and Tradename Policy, you need to follow these common sense rules:

1. BulletProof products provided by Bullet Proof Diesel as used with aftermarket diesel engine products or related repairs can only be used to refer to genuine BulletProof products and services.
2. Packages, bundles, or repair services that use our trademarks must include a majority of our branded BulletProof parts available for that job and/or service.
3. Competitor's EGR coolers, oil coolers, water pumps, and FICMs may not be used in any kit, package or bundle, etc.
 - a. Example 1 – A BulletProof Oil Cooler Kit and a Brand-X EGR cooler may not be sold together in a "BulletProof package", "BulletProof build" as Bullet Proof Diesel manufactures and sells BulletProof EGR Coolers.
 - b. Example 2 – ARP head studs can be included in a "Bulletproof" package, bundle, service, etc, because Bullet Proof Diesel does not manufacture head studs. Further, Bullet Proof Diesel advertises and promotes the sale of ARP head studs and

therefore these are acceptable parts within a “Bulletproof” package, provided that package, bundle, kit, etc, that use the trademarks include a majority of genuine BulletProof products.

- c. One exception to this rule would be if the product sold was a BulletProof Semi-BulletProof kit (BulletProof EGR cooler, OEM oil cooler) as that package has already been designed and sold by Bullet Proof Diesel.

If you need help designing proper BulletProof packages, please give us a call and we can assist you with the products and methods that we use in our own shop!

4. You, of course, can and should use our trademarks when advertising and promoting our products and services. As such, our trademarks and logos must be used as outlined in our approved logo guide and only to advertise and promote authentic BulletProof products and services. While the logo guide is available here: [Bullet Proof Brand Guideline](#), please submit all planned advertisements for our approval. Please call 480-247-2331 or email sales@bulletproofdiesel.com for prior advertising artwork approval.
5. Jobbers and Preferred Installers are warned to not use their status with Bullet Proof Diesel as a way of endorsement or promotion outside of this program. For example – a Preferred Installer can advertise and promote that they are, in fact, a Bullet Proof Diesel Preferred Installer, but they can NOT use words to imply or describe themselves as endorsed, authorized, approved, certified, or otherwise affiliated with Bullet Proof Diesel without our express written consent.

Remember – we are here to help and to promote a great network for everyone’s benefit. If you have a question – please give us a call or email before you advertise! This goes for flyers in your shop, posts on Facebook or Twitter, YouTube, emails to customers, shop signage, etc.

Bullet Proof Diesel, BulletProofDiesel, Bullet Proof, BulletProof and their various formatives are trademarks and service marks of Bullet Proof Diesel.

The following marks: bulletproofdiesel.com and bulletproofdiesel.com (and design) are Registered in the U.S. Patent and Trademark Office.

Different Categories within the Bullet Proof Diesel Family

There are two categories within the Bullet Proof Diesel family. These roles are:

1. **Jobber** – The Jobber category covers most diesel repair shops. This level is the beginning level for any shop that wants to purchase BulletProof products at a discounted level and resell them in the normal course of business while repairing and maintaining customer's diesel vehicles. There are certain conditions that are required to be met and they are outlined below:
 - a. Have a commercially viable diesel repair shop or mobile service open to the public.
 - b. Establish proof of this business by providing various documents, including sales tax license, BAR license, etc.
 - c. Have an owner or corporate officer sign the Jobber Agreement Form.
2. **Preferred Installer** – The Preferred Installer is an upgraded position from the Jobber category above. The Preferred Installer (PI) qualifies by first becoming a Jobber and then meeting the additional requirements:
 - a. Total purchases of \$5,000 worth of BulletProof products before becoming eligible.
 - b. Maintain purchases of at least \$2,500 of BulletProof products during prior four month period.

Both Jobbers and Preferred Installers agree to the following:

1. Bullet Proof Diesel requires all Jobbers and Preferred Installers to read all product documentation (installation manuals, etc.) and accurately follow the provided installation materials. If you encounter any questions, issues, problems, etc with the provided instructions, we ask that you call us at 480-247-2331 to discuss your concerns prior to the actual installation.
2. Bullet Proof Diesel reserves the right to remove any company from the Bullet Proof Diesel Family if they fail to comply with these standards.
3. If you are notified by Bullet Proof Diesel, you will have two business days to stop using Bullet Proof Diesel's U.S. Registered and common law trademarks and service marks (the "Marks"). The Marks include BULLETPROOF, BULLET PROOF, BULLETPROOFDIESEL, BULLET PROOF DIESEL, BULLETPROOFDIESEL.COM and/or our Arizona Logo. Stopping the use of our Marks includes, without limitation, your uses on marketing materials, websites, advertisements, social media, and all other forms of advertising. This applies to all marketing and advertising where you would be identifying your company with diesel engine repairs where genuine BulletProof parts are not being used.

One last thing - we just want to be clear - but by signing this agreement and partnering with us, you and your company acknowledge and agree that our Marks (mentioned above) are valid and enforceable, and that your continuing use of the Marks (after being asked to stop) causes actual damage to the reputation and goodwill of Bullet Proof Diesel. You also know that failure to stop using our Marks (after being asked to stop) causes irreparable harm to Bullet Proof Diesel and that immediate injunctive relief should be granted to stop such use.

Bullet Proof Diesel Jobber Questionnaire

If you have any questions or concerns, please give us a call at [480-247-2331](tel:480-247-2331).

Circle the correct answer for each question below and fill in the appropriate fields.

1. Is it **LEGAL** to eliminate the EGR system on a vehicle that is used on US public roadways or highways?
 - A. Yes
 - B. No
 - C. Sometimes
 - D. We do not have emissions testing here

2. This is the Bullet Proof Diesel's CORE return policy, please initial that you understand and agree.
 - A. Up to 30 days – Full core refund
 - B. Up to 60 days – Half core refund
 - C. After 60 days – Will not receive core refund
 - D. Damaged coolers – Contact for information

Initial to agree to the policy _____

3. Which of the below best describes your business? (Circle all that apply)
 - A. Dealership – Brand _____
 - B. Heavy duty diesel repair
 - C. Light duty diesel repair
 - D. General automotive repair
 - E. Distributor
 - F. I do it all

4. How many EGR coolers has your shop replaced in the last 3 months?
 - A. 1-3
 - B. 4-6
 - C. 7-10

5. What do you find to be the most troublesome EGR cooler brand(s)?
 - A. Power Stroke
 - B. Cummins
 - C. Volvo
 - D. Paccar
 - E. International/Navistar
 - F. Other _____

Bullet Proof Diesel Jobber Agreement Form

Shop Name: _____

Contact Name: _____

Phone: () _____ Fax: () _____

Email Address: _____

Website Address: _____

Shop Mailing Address: _____

City, State and Zip Code: _____

How did you hear about Bullet Proof Diesel?

- - -This section to be completed by an officer or owner of the company - - -

Yes... I read and agree to the following documents:

1. The Different Categories within the Bullet Proof Diesel Family
2. The Bullet Proof Diesel Trademark and Tradename Policy
3. The Bullet Proof Diesel MAP Pricing Policy
4. The Bullet Proof Diesel Jobber Questionnaire

Printed Name: _____

Signature: _____

Date: _____

Please return this page, your Jobber Questionnaire as well as any business verifying documentation (such as BAR license, Sales Tax license, business license, etc) –

Via email: sales@bulletproofdiesel.com

Via fax: 480-268-7564