

# FUSO SALES BULLETIN



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Distribution	Dealer Principals, General Managers & Sales Managers.

**TO:** Dealer Principals, General Managers, Sales Managers & Marketing Managers

**FROM:** Mathew Shiels

**SUBJECT:** Canter 50<sup>th</sup> Anniversary Campaign

**DATE:** 01<sup>st</sup> October 2021



We are excited to share with you the final details regarding the upcoming 50<sup>th</sup> Anniversary Canter promotion.

Not only are we celebrating the milestone with a special edition truck – we are also running an exciting completion that will be sure to draw enquiry to the network and elevate brand awareness for Fuso nationally.

## **THE TRUCKS**

There are 46 x 515 Narrow Cab and 104 x Wide Cab Alloy Trays that will feature factory silver paint, embroidered seat covers, and door decals displaying the '50<sup>th</sup> Anniversary' logo. These trucks will be delivered to you with these items installed. There will only be 150 units produced in this specification per the order indent process, and no further orders.

## **THE OFFER**

**Three lucky customers who purchase a special edition silver 515 Canter Alloy Tray between 1<sup>st</sup> October and 31<sup>st</sup> December 2021 will go in the draw to win a cash prize of \$66,000\* each.**

\*This figure has been arrived at using MSRP plus the highest state-based on-road costs, which ensures any winner will recoup the value of their purchase – if not more.



## **THE COMPETITION DETAILS**

The competition will be drawn on 17<sup>th</sup> January at 3:00PM AEDST. The competition has been registered with the relevant authorities in all states, and the draw will be conducted by an authorised third party and overseen by an auditor. Upon verification of the vehicle purchase to ensure the customer meets eligibility, the winners will then be notified. Further details of the competition mechanism can be viewed in the [Terms of Entry](#).

## **HOW TO ENTER**

In order to register your customer for the chance to win, you will need to fill out the attached [form](#) and send it to [Mathew.shiels@daimler.com](mailto:Mathew.shiels@daimler.com) before January 17<sup>th</sup> 2022 3.00pm AEST. No entries will be accepted after this date and time.

## **HOW TO PROMOTE**

A highly visible marketing campaign will accompany this offer with homepage buyouts on major truck classified and news websites, TV advertising on 7mate on-demand streaming services, and radio advertising nationally. Assets are available for you to share on your own channels in [AdSmart](#).

We hope you will embrace the opportunity to share in celebrating an impressive milestone for the Canter nameplate, and look forward to joining you to share the exciting news with 3 lucky Fuso customers. Best of luck!