

BOA-SKI DEALER SALES AND PROMOTIONAL PROGRAM

WHEN OUR NATIONAL ADVERTISING CAMPAIGN BEGINS TO UNFOLD YOU WILL BE TOTALLY CONVINCED THAT YOU ARE WITH THE DARK HORSE. WE FULLY INTEND TO LET EVERYONE KNOW ABOUT ALSPORT-BOA AND WHERE THEY CAN GO TO GET ONE. WE MUST LOOK AT THE FIRST TIME BUYER AS WELL AS THE OWNER WHO IS LOOKING AROUND FOR THE BEST SECOND MACHINE.

THE NEXT FEW PAGES ILLUSTRATE BOTH THE ALSPORT NATIONAL ADVERTISING CAMPAIGN AND THE INDIVIDUAL SALES AIDS AVAILABLE TO EACH DEALER.



DEALER MANUAL

Contains complete features and specifications of all models, parts lists, service data, warranty policies, and many, many more pages of helpful data and information. Bound in rugged vinyl 3-ring loose leaf booklet.



DEALER INSIGNIA

Separates the men from the boys.



BOA-SKI PATCH

Your customers'll want to wear them.