

## 2026 STIHL DEALER SUPPORT MANUAL

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## 2026 STIHL DEALER SUPPORT MANUAL

### **INTRODUCTION**

It is the intent and policy of STIHL LIMITED to operate its business according to accepted and sound business practices. Compliance with these procedures will result in prompt and efficient handling of business conducted between STIHL LIMITED and its Dealers.

This Dealer Support Manual outlines our basic operating policy. Your Territory Manager or STIHL's Dealer Support Department will assist you in answering any additional questions you might have.

STIHL LIMITED will do its utmost to keep all technical information and memoranda updated. Future statements of policy and procedure will be available in our B2B system.

### **GENERAL INFORMATION**

#### **HEAD OFFICE**

STIHL LIMITED  
1515 Sise Road  
London, Ontario, N6N 1E1  
Canada  
T: 519.681.3000

#### **BUSINESS OFFICE HOURS**

Monday - Friday 8:00 am - 4:30 pm

#### **Orders:**

W: [b2b.stihl.com/ca/](http://b2b.stihl.com/ca/)

#### **Dealer Support or Technical Services (EN/FR):**

T: 1.800.26. STIHL (7.8445)  
Monday - Friday 7am - 6:30pm ET

#### **Online Training and Support:**

[academy.stihl.com](http://academy.stihl.com)  
[stihldealerhub.ca](http://stihldealerhub.ca)

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### Head Office Personnel

Dave Warren	President
Angelo DeThomasis, CPA, CA	Director of Finance
Jeff Loosemore	National Marketing Manager
Scott Clarke	Sales Manager, Ontario & Western Canada
Chad Dubois	Sales Manager, Quebec & Eastern Canada
Jason McNichol	National Operations Manager
Sarah Arnold, CHRL	Human Resources Manager
Mike Robillard	Information Systems Manager
Mark Douglas	Distribution Centre Manager
Victoria Stewart, CPA, CA	Accounting Supervisor
Aly MacKinnon	Marketing Supervisor
Dayna Wills	Credit Supervisor
Darcy Rich	Purchasing Supervisor
Vishal Rajarajan	Dealer Support Supervisor
Jim Howse	Territory Manager (Central Ontario- Niagara Peninsula)
Scott Lundrigan	Territory Manager (GTA)
Ben Murphy	Territory Manager (Eastern Ontario)
Scott Rowlands	Territory Manager (Southwestern Ontario)
Michael Grant	After Sales Manager
Greg Byers	Technical Specialist
Jacob St. Onge	Commercial Solutions Specialist - Central Ontario/ Niagara Peninsula
Michael Kennedy	Commercial Solutions Specialist - Eastern Ontario / Western Quebec
Marylin Oshana	Human Resources Coordinator
David Rondon	Master Data Specialist
Erica Pennycook	Credit Administrator
Jaden Glew	E-commerce & Website Coordinator
Josh Clark	Event Specialist - Timbersports®
Filip Wieckowski	Product Specialist, Accessories & Forestry Articles
Dominic Trudeau	Key Accounts Specialist
James Webster	Inside Sales (Newfoundland/Labrador)

### Bilingual Support

Robert Dufour	Senior Specialist, Dealer Support
Katie Rioux	Credit Administrator
Vacant Position	Technical Specialist
Gabriel Lemieux	Territory Manager (Mauricie, Lac St-Jean and Quebec City)
John Burnett	Territory Manager (South Shore, Eastern Townships and Abitibi)
Vacant Position	Territory Manager (Beauce, Lower St. Lawrence, Gaspé Peninsula and Northern New Brunswick)
Richard Kingstone	Territory Manager (Outaouais, Laurentians and Montreal)
Vacant Position	Commercial Solutions Specialist - Quebec

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### DISTRIBUTION CENTRE SERVING WESTERN CANADA

STIHL LIMITED  
27004 - 92 Avenue  
Acheson, Alberta, T7X 6J2

#### Personnel

Trent Gillett	Distribution Centre Manager
Sean Beggs	Territory Manager (Southern Interior, Kootenays and the Lower Mainland of BC)
Adam Beer	Territory Manager (Northern BC, Yukon and NW Alberta)
Ian Alspach	Territory Manager (Vancouver, Vancouver Island & Coastal BC)
Charles Eddy	Territory Manager (Northern Alberta, Northwestern Saskatchewan)
Jason Rosmanitz	Territory Manager (Southern Alberta, Southwestern Saskatchewan)
Richard Morier	Territory Manager (Eastern Saskatchewan, Manitoba, Northwestern Ontario)
Joe Antonishin	Technical Manager (Western Canada)
Derrick Jesson	Commercial Solutions Specialist (Western Canada)

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### DISTRIBUTION CENTRE SERVING MARITIMES

STIHL LIMITED  
140 MacNaughton Avenue  
Moncton, New Brunswick, E1H 3L9

#### Personnel

Paul Woodworth	Distribution Centre Manager
David Jack	Territory Manager (Nova Scotia, Prince Edward Island and Southern New Brunswick)
Bryce Girvan	Technical Manager (Atlantic Canada & Eastern Quebec)

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### ***RESPONSIBILITIES OF STIHL LIMITED***

As a wholly owned subsidiary of STIHL International GmbH, it is STIHL LIMITED's responsibility to represent its parent company across Canada. To do this effectively, we are charged with the following basic responsibilities:

1. To promote, sell and service STIHL products in the Canadian marketplace.
2. To offer an adequate supply of all STIHL products to effectively meet the needs of STIHL Dealers.
3. To select and appoint authorized STIHL Servicing Dealers, and/or approved Battery Electric Retailers, who meet and maintain specific standards.
4. To employ, train and supervise the staff of STIHL LIMITED, thereby ensuring an efficient, effective and professional organization.
5. To assist STIHL Dealers in sales, promotion, advertising and service through training clinics, personal contact and any other means necessary to maintain a mutually satisfactory and relationship between STIHL LIMITED and its Dealers.

It is the strict policy of STIHL LIMITED, as it is STIHL's worldwide policy, to offer STIHL products only to authorized Retailers.

### ***STIHL CUSTOMER PRIVACY POLICY***

STIHL LIMITED's Customer Privacy Policy covers the collection, use and disclosure of personal information, such as when a person visits our website, purchases STIHL products, provides information at trade shows or calls our sales or support associates. Consumer privacy is a priority at STIHL LIMITED, and we go to great lengths to protect it. We take this responsibility seriously and diligently safeguard all personal information in our possession.

We collect consumer information to help us deliver a superior level of customer service. Personal information helps us keep consumers informed about the latest products, special offers and events.

STIHL LIMITED takes your privacy very seriously. **STIHL LIMITED does not sell or rent contact information to other companies or marketers.** Our privacy policy can be found on our website at [www.stihl.ca](http://www.stihl.ca).

To ensure that personal information is secure, we communicate these guidelines to STIHL LIMITED's employees and strictly enforce privacy safeguards within the company.

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### ***RESPONSIBILITIES OF THE STIHL DEALER***

1. To maintain an adequate and representative inventory of all STIHL whole goods, saw chain, accessories and parts.
2. To offer an appropriate service and warranty solution to serve the needs of the market.
3. Ensure the purchaser receives an Operator's Manual.
4. Product Registration must be entered on B2B within 7 days.
5. To actively promote, demonstrate, display and advertise STIHL products.
6. To keep financial accounts current, as per STIHL LIMITED's "Conditions of Sale" on page 9-14.
7. To sell only from your established place(s) of business approved by STIHL LIMITED.
8. Under no circumstances should the Dealer alter any STIHL product, add any unauthorized parts or attachments, or otherwise change the product from its original condition without the express, written consent of STIHL LIMITED.
9. The Dealer must never disconnect, remove or deactivate any safety device or controls on the unit. It is a good practice to note on the repair work order any modifications, removal or deactivation of safety equipment that has been done to the unit prior to when it was received at the Dealer's shop. These should be brought to the attention of the customer, and the Dealer should recommend any such matters be corrected and the unit put in proper operating condition. In the event the customer refuses to have a repair done where a hazard or unsafe condition has been brought to his/her attention, this should be documented on the customer's invoice and on the Dealer's copy.
10. Only authorized STIHL replacement parts should be used on all STIHL products.

It is important the customer knows and respects his/her equipment and understands all operating procedures and safety instructions. Power tools, if improperly used or maintained, are dangerous. It is the Dealer's responsibility to advise the customer concerning product safety, including proper accessories in conjunction with Operator's Manuals and other technical information provided by STIHL LIMITED.

Authorized STIHL Dealers are prohibited from selling STIHL products to any third party where products are being purchased for resale. As well, you may not transfer any of the above responsibilities to a third party without the written consent of STIHL LIMITED.

As an authorized STIHL Dealer, you are permitted to sell STIHL products from your company website. Third-party retailers are not permitted (i.e. Amazon).

The responsibilities of the STIHL Dealer help preserve and protect the reputation and goodwill associated with STIHL branded products.

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### ***PRODUCT LIABILITY GUIDELINES***

Product liability describes the area of law involving the liability of manufacturers and sellers of products to persons who may be injured or whose property might be damaged by a manufacturer's product. "Sellers" within the ANDREAS STIHL AG & Co. KG chain of distribution include the manufacturer, importer, distributor and retailer/renter.

Operator's Manuals are available for print/download at [www.stihl.ca](http://www.stihl.ca) free of charge. The Operator's Manuals must accompany the sale of all STIHL products. Rental Dealers should provide a copy with each rental and should ensure all labels are present and readable on every rental product. These are all available from STIHL LIMITED at no charge.

### ***DEALER GUIDLINES***

1. For all STIHL products, the best customer experience includes assembly and service prior to hand over/delivery.
2. Dealers and staff should be familiar with the Operator's Manuals and the safety instructions and warnings contained therein. These items should be discussed and reviewed with the customer. For chain saws, discuss kickback, pushback and pull-in; for brushcutters, discuss kickout; and for cut-off machines, discuss pull-away, climbing and reactive forces. Describe the causes of these reactive forces and how to avoid them.

### ***INCIDENT REPORTING GUIDELINES***

In the event a Customer approaches the STIHL Dealer with claims of personal injury or property damage resulting from the use of a STIHL product we recommend the following procedure:

1. In the event of property damage or significant injury notify STIHL LIMITED, by calling (519) 681-3000 ext. 4163 as soon as possible to speak with the After Sales Manager.
2. Any discussions the Dealer may have about the incident, or the product could later be used as evidence in court, if a lawsuit is filed. Therefore, the Dealer should not make any commitments or personal judgments about the incident. The Dealer should not comment on whether the product was "defective" or whether it malfunctioned.
3. Let the customer or claimant know STIHL is concerned that one of its products is involved. Dealers should express a willingness to listen to the customer and tell him/her additional information will be required to ensure a thorough understanding of the situation. Beware of making generalized statements suggesting liability or referencing previous circumstances.
4. Obtain the model and serial number of the product involved. If a chainsaw is involved, obtain the bar length, make, type of chain, gauge, pitch and observe the condition of the chain. If not a chainsaw, obtain information on the working attachment or tool.
5. Request that the product involved be brought in for a complete inspection. A product involved in an incident might be used as evidence in legal proceedings. Do not make any repairs, alterations or adjustments to the product until authorized to do so.

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### CONDITIONS OF SALE

STIHL LIMITED's Conditions of Sale shall remain in effect until otherwise amended. Without prior notice to the Dealer, STIHL LIMITED has the right to change pricing, rebates and sale terms of its products, parts and accessories.

### PAYMENT TERMS

The normal terms of payment for STIHL LIMITED invoices are as follows:

1. Standard terms on all orders includes a one percent discount if paid within 15 days, net 30/60. Booking orders valued greater than \$10,000 may qualify for extended terms. See promotional details at the time of booking.
  - a. All accounts not paid by the due date will be subject to a service charge of 2% per month (24% per annum).
  - b. Accounts becoming past due will be placed on a "no ship" basis until the account is brought current or until arrangements acceptable to STIHL LIMITED are made.
    - i. Accounts that are 31-60 days past due are subject to being placed on hold for units; parts shipments may be considered upon approval of agreed upon repayment plan with the Credit Supervisor.
    - ii. Accounts that are more than 61+ days past due will be placed on Credit hold.
    - iii. Accounts that are more than 91+ days past due are subject to a "demand" letter and may be sent to collections. Accounts sent to a third-party collection agency are considered terminated.
  - c. All serialized goods are "pay as sold" or must be paid for on the due date, whichever comes first.
2. No shipments will be made on consignment.

**Please Note:** STIHL Dealers are offered a 1% discount if the invoice is paid in full by the discount date. When payment is made within the proper discount period, simply **deduct** from the invoice **1% of the pre-tax amount**. Dealers making payments through STIHL's B2B may qualify for 2% if paid within 15 days.

**When making payment, please identify which invoices are being paid.** You may forward a copy of the invoice being paid; include a copy of your account statement, clearly identifying invoices being paid; or list all invoices being paid on the remittance. Knowledge of which invoices are being paid is imperative to properly maintain your account with STIHL LIMITED. You may also review invoices, make online payments and view your statement on B2B.

STIHL LIMITED's B2B web-based payment process is a quick, efficient and secure way to make payments on your account. Payments can be created by you directly in the B2B system and remitted to STIHL LIMITED automatically, eliminating the need to prepare and remit cheques.

Special terms will be available, at times, as part of a promotional offer. These terms may not be combined with the above noted 'normal' terms. STIHL LIMITED may, at its discretion, modify the promotional terms for a particular Dealer, which could result in a requirement to expedite your payment.

A STIHL Dealer must keep their account current to avoid interruptions in service. This policy is in the best interests of the Dealer, for whom we endeavour to provide the highest quality of service.

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All invoices from STIHL LIMITED are sent via email to the billing contact provided to us. If a billing contact must be updated, please contact STIHL Limited's Credit Department.

### **PRICING**

1. STIHL LIMITED may, without prior notice to the Dealer, change the prices, rebates and sale terms of its products, parts and accessories.
2. Price changes are effective on a specific date and all shipments on or after that date will be invoiced at the revised price.
3. STIHL LIMITED reserves the right to reissue any invoice, upon discovery of a billing error, within 60 days of the original invoice date. For the Dealer's protection, all suspected billing errors should be brought to the attention of a Dealer Support Representative as soon as possible.
4. Price and part number changes may be updated periodically.

### **CANCELLATION PROVISIONS**

1. Either party shall be entitled to terminate the relationship between STIHL LIMITED and an authorized STIHL Dealer, for any reason, upon sixty (60) days written notice to the other party. Upon termination under this provision, the Dealer agrees to remove all signage, including the STIHL Concept Store and discontinue all advertising of any nature whatsoever representing it as an authorized Dealer of STIHL product.
2. It is hereby agreed that STIHL LIMITED shall have no obligation to accept the return of any STIHL products from the Dealer subsequent to notice of termination, regardless of which party terminated the relationship. The Dealer agrees it shall have no right to, and shall not claim from STIHL LIMITED, any indemnity, damages or payments for goodwill or other compensation in the event of termination in accordance herewith and further agrees to promptly pay all outstanding invoices in accordance with STIHL LIMITED's terms and conditions in effect at the time of shipment.
3. In the case where the return of any STIHL products from the Dealer is not authorized subsequent to a notice of termination, the Dealer retains the right to sell these products.

### **ACCEPTANCE OF ORDERS**

Notwithstanding any other disposition, a Dealer's order shall not bind STIHL LIMITED without the latter's acceptance. It will be at the sole discretion of STIHL LIMITED whether a Dealer order is filled. STIHL LIMITED does not guarantee orders will be filled within any particular period of time and shall not be responsible for any delay in filling them. The Dealer agrees it shall have no right to, and shall not claim from STIHL LIMITED, any indemnity, damages or payments for goodwill or other compensation in the event an order is not filled.

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### ORDERS AND SHIPPING

1. For convenience, orders may be placed online, via STIHL's web-based business system on B2B. Orders may also be placed via STIHL LIMITED's Dealer Support direct lines.

**Monday through Friday 7:00am to 6:30pm (Eastern Time):**

**All Provinces**

Telephone: 1-800-26-STIHL (7-8445)      [orders@stihl.ca](mailto:orders@stihl.ca)

2. Consolidated Orders:

You could potentially receive a shipment containing several orders. Consequently, a delivery note (see Documents section below) may contain multiple back orders. However, individual invoices will be provided to streamline Purchase Order processing at your end.

3. Documents:

- To receive an Order Confirmation, Delivery Note and/or Invoice/Credit Notes, an email address must be provided to STIHL LIMITED.
- For confidentiality reasons, this email address must be maintained by STIHL LIMITED (not by users on B2B). Therefore, if you do not already have the recipient emails set up with our Credit Department, send a request with the email addresses required for your dealership to [credit@stihl.ca](mailto:credit@stihl.ca).
- Once the order is released for picking, an Order Confirmation will be emailed to the designated recipient.
- Once the order is picked, packed and shipped, a Delivery Note is then sent to the registered email address. This document identifies what is physically included in the individual delivery. It does not contain original order quantities or backorder information. It outlines what to expect when the shipment arrives.
- An invoice is emailed overnight to the designated email address once posting is complete.

4. Shipping Objectives:

- Courier shipments received before 11am ET will be shipped the same day.
- LTL shipments on in-season product re-orders placed before 12pm will be sent the next day.
- Seasonal booking orders will be shipped as received. Due to volume, please allow 7-10 business days processing time for STIHL LIMITED before shipment.

NOTE: Courier orders are generally less than 150 lb (6 units). Please place orders as soon as possible. If a large volume of orders is received just before the cut-off, shipments could be delayed to the next day.

5. It is the Dealer's responsibility to confirm the piece count before signing the carrier's waybill. Note any damage or shortages on the carrier's waybill before signing (Document skid condition upon delivery. For example, torn or stretched shrink wrap, missing STIHL security tape, etc.).

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### ***FREIGHT POLICY***

1. All goods will be shipped, by a STIHL preferred carrier, F.O.B. Origin (London, ON, Acheson, AB or Moncton, NB).

STIHL LIMITED should receive notification of any shortage, discrepancy or damaged shipments within twenty-four (24) hours of delivery. STIHL LIMITED shall not be held responsible for lost or damaged goods if the Dealer has signed a carrier's waybill as being received complete and without damage.

STIHL LIMITED's service levels depend upon the use of our automated shipping systems. As such, we cannot accept requests for shipments via non-preferred couriers/carriers or for collect shipments billed to the Dealer's account.

2. Freight calculations are based on order value. As a result, freight charges will be calculated as noted below:

<u>Order Value (*MSRP)</u>	<u>Freight Charge</u>
\$0 to \$999.99	\$20.00 Flat Rate
\$1,000.00 to \$9,999.99	2% of the Order Value
\$10,000.00 or more	Free freight**

\* MSRP pricing is clearly indicated while creating an order in B2B.

\*\* Orders requiring LTL (too large for courier) may take several days to process.

3. Freight, based on the weight of the entire order, is paid on the original shipment. All subsequent backorders will be shipped free freight. Some products may be excluded, under certain conditions at the discretion of STIHL LIMITED.
4. STIHL LIMITED is responsible for freight charges only. This does not include additional charges such as tailgate, detention, delivery appointments, inside delivery, etc.

### ***DAMAGED GOODS***

It is the duty of the STIHL Dealer to inspect all delivered products for possible damage at the time of receipt.

1. If damage is discovered, the following procedure must be followed:
  - a. Inform the courier of any damage apparent at time of delivery and ensure to note it on the carrier's Proof of Delivery (POD).
  - b. If the damage is concealed or undetected, contact STIHL LIMITED Dealer Technical Support at 1-800-267-8445 as soon as the damage is discovered and provide the following information:
    - i. A copy of the courier's Proof of Delivery (POD).
    - ii. A full list of any damaged product including unit, model numbers and serial numbers (where applicable) as well as a list of damaged parts requiring replacement for the repair of all units.
    - iii. Photographs of each of the damaged product's unit and packaging showing the damage and model/serial number label.
  - c. Repair the unit(s), replacing only those parts needed to return the item to "like-new" condition.

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- d. Following the repair of damaged unit(s), a claim can be submitted to STIHL LIMITED Warranty Claim System through B2B:
  - i. Select “Product damaged when removed from the box” in the failure/symptom field and select the appropriate Failure Code relating to the damage.
  - ii. Attached the required documentation found in point B, above, to the Warranty Claim.
  - iii. Retain the damaged parts for 90 days, consistent with the STIHL LIMITED warranty repair policy.

### **MISSING GOODS**

It is the responsibility of the STIHL dealer to ensure that all products that are listed on the bill of lading are received. Any missing items **must** be identified on the carrier’s Proof of Delivery (POD) and reported to Dealer Support within 24 hours.

In the event of missing parts, components or assemblies when a product is first inspected by the Dealer, please notify STIHL LIMITED Dealer Support at 1-800-267-8445 to arrange for replacement components to be delivered. **Do not submit a warranty claim for missing parts.**

**Carrier claims which are refused because the above Damaged and Missing Goods procedures were not followed will be the responsibility of the Dealer and any charges associated will be charged back to the Dealer.**

### **RETURNED GOODS**

1. All returns require an RMA number. Upon submission of a return request through B2B, a confirmation number will be provided - this is **NOT** a return authorization. The RMA number is only provided **after a return has been approved. If a return is required for a shipping error, Dealer Support must be contacted within 24 hours as noted above.**
2. The Dealer shall not return any article to STIHL LIMITED without the latter’s **previous permission**. Return requests must be made within thirty (30) days of the original invoice date and are subject to a 25% charge for handling, except if caused by shipping error. Returns must have a minimum value of \$25.00.
3. Goods shall be returned in original unopened packaging, sent **via an authorized courier** of STIHL LIMITED’s choice and the authorization number should be prominently displayed on the waybill and the Returned Goods Authorization form must be placed in the box. All courier charges will be reapplied to the Dealer’s account, unless the return was a result of a shipping error. Please do not declare any amount in the “value” box for collect shipments or request special delivery instructions (i.e. 9am delivery).
4. All battery shipments require official documentation and labelling as required by the TDG. For safety reasons, only a certified employee can ship lithium-Ion batteries through a courier company. Please ensure your staff member has completed the necessary training before attempting to return any lithium-Ion battery to STIHL LIMITED. Please do not use any packaging that has dangerous goods information or markings on it for returns of non-dangerous goods.
5. Any gasoline-powered products, returned to STIHL Limited must be drained of all gasoline and oil, bagged and must be marked for ground transportation only.

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6. Special order chain is produced on an as needed basis and assembled based on the Dealer's specifications, and therefore, cannot be returned.
7. Serialized units may only be returned with prior approval from a Territory Manager. If a chainsaw return is approved, all associated kit components – including the bar, chain and scabbard – must be included in the return shipment for the RMA to be processed.
8. Any product returned to STIHL LIMITED that does not adhere to the Returned Goods guidelines will be refused and returned to the Dealer and any additional freight costs accrued will be billed back to the Dealer.

### **STIHL MARKETPLACE RETURNS**

1. Product returns are initiated from a STIHL Dealer. No product is to be returned directly to any of our corporate locations.
2. All returned products must be new, unused and in the original packaging for resale.
3. To process the return, login to STIHL Dealer HUB and select the 'STIHL Marketplace' link from the left side of the screen.
4. Complete the fillable PDF. You will need the following information to complete the form:
  - a. Serial number of the unit
  - b. STIHL Direct order number
  - c. Consumer e-mail address used when the purchase was made on STIHL Marketplace
5. Send completed PDF form to [otc@stihl.ca](mailto:otc@stihl.ca) and cc the customer via the email address the customer provided for the return.
6. STIHL LIMITED will bill your dealership for the returned product(s)
  - a. You will receive a 15% discount of current dealer cost
  - b. STIHL LIMITED will credit the customer's credit card for the return (do not give the customer any money back – that is STIHL LIMITED's responsibility)

### **WARRANTY POLICY**

1. STIHL LIMITED gives no other warranty, legal or contractual, on its goods other than that stipulated in documents issued by it.
2. Warranty has no validity unless the manufacturer's specifications have been met. A completed Warranty Claim must be on file prior to warranty credit being issued or proof of purchase provided. All claims of warranty must be submitted within 30 (thirty) days of the repair date.

### **WARRANTY/PRODUCT REGISTRATION FORM**

Product Registration must be completed in full by the Dealer within seven days of the date of sale and entered on B2B

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### **PROCEDURE FOR WARRANTY SUBMISSIONS**

1. To submit a warranty claim, complete all sections of the Warranty Claim on STIHL B2B. Include as much information as possible in the pre-populated drop-down boxes and additional information comment box.
2. All Warranty claims for AK, AP and AR series batteries must include a copy of the SDS 2.0 diagnostic log file confirming a battery defect within the product warranty period. A PDF copy of the SDS 2.0 log file should be created and included in the attachment section of the battery warranty claim prior to submission.
3. When submitting a claim, return all components **as indicated by B2B**. A printed copy of the Warranty Parts Return Request Form should be enclosed with the required parts. Please include a description of the cause of failure and manufacturing defect in the comments field.
4. All warranty claims should only be submitted for post-repair reimbursement of the costs of part and labour for verified warranty work. For consultation or approval of warranty repairs, call STIHL LIMITED Technical Services at 1-800-267-8445.
5. One of STIHL's Technical Managers will review the Dealer's claim upon receipt. If the claim is accepted, the Dealer will receive a credit note electronically. For rejected claims, the full explanation is posted within the B2B system. Any Dealer wishing to have rejected claim parts returned must request these actions, in writing, within thirty (30) days from the date of claim. Parts will then be returned at the Dealer's expense.
6. For claims that have been approved:
  - a. The dealer's account will be credited with the full dealer cost of their replacement parts involved in the repair. Labour allowance will not apply to cutting attachments, accessories or collateral.
  - b. STIHL LIMITED will calculate a labour allowance in accordance with ANDREAS STIHL 900814451 AG & Co. KG produced timetables.
  - c. The labour allowance is based on the total number of minutes allotted for the repair and is calculated using the dealer's STIHL approved warranty labour rate. The STIHL warranty labour rate is based on a tier system depending on the dealer's level of progress in the STIHL University online Service Training Program.

Base tier- New Dealer: \$50/hour

Mid-tier – STIHL University – Service – Foundation Technician Training: \$75/hour

Top tier – STIHL Advanced Training: \$125/hour

- d. A diagnostic and processing credit is available to Dealers and will need to be added to the warranty claim in B2B. For standard units which do not require a connection to a computer-assisted diagnostic device and software, a total of 15 minutes is available for each registered serialized unit repaired. In a case where an MDG 1, ADG 1 or ADG 2 diagnostic test is required; a \$25 minute diagnostic and processing credit can be applied to the claim. This must be entered on the claim by the dealer. Cutting attachments, accessories and collateral are not eligible for this credit.

## LIMITED WARRANTY

STIHL's Limited Warranty applies only to the original owner of the unit and is non-transferable. It is the Dealer's responsibility to display the Limited Warranty in the Dealership and review the conditions with the customer at the time of purchase. Units purchased outside of Canada may qualify for Canadian warranty if the customer can provide a proof of purchase. The Dealer must forward a copy of the proof of purchase for the equipment to their Technical Manager. Warranty guidelines must be strictly adhered to.

The following warranty periods apply to STIHL products:

	<u>Homeowner Warranty</u>	<u>Professional Warranty</u>
<b>1) GAS CHAINSAWS &amp; CUTQUIKS*</b> The following model series are not eligible for the Homeowner Warranty (MS201, MS400, MS462, MS462 RS, MS500i, MS661, MS881, all top-handle MS chainsaws, GS 461 and all TS models)	<b>1 Year</b>  <b>2 Years with six pack oil purchase OR 4 cans of MotoMix® 950ml OR 1 can of MotoMix® 4L</b>	<b>90 Days</b>
<b>2) GAS POWER TOOLS</b> The following model series are not eligible for 2-year extended warranty FS361 - FS561	<b>2 Years</b>  <b>4 Years with six pack oil purchase OR 4 cans of MotoMix® 950ml OR 1 can of MotoMix® 4L</b>	<b>2 Years</b>
<b>3) GAS RB PRESSURE WASHERS</b>	<b>3 Years</b>	<b>1 Year</b>
<b>4) GAS LAWN MOWERS</b>	<b>5 Years</b>	<b>1 Year</b>
<b>5) GAS RZ ZERO-TURN LAWN MOWERS</b> *Whichever comes first. Proof of hours must be submitted with warranty claim.	<b>3 Years or 500 hours*</b>	<b>3 Years or 1500 hours*</b>
<b>6) RZA/AZA ZERO-TURN LAWN MOWERS</b> *Whichever comes first. Proof of hours must be submitted with warranty claim.	<b>5 Years or 2000 hours*</b>	<b>5 Years or 2000 hours*</b>
<b>7) ALL ELECTRIC POWER TOOLS</b>	<b>4 Years</b>	<b>2 Years</b>
<b>8) LITHIUM-ION BATTERY TOOLS</b>		
AI Line	<b>5 Years</b>	<b>Not applicable</b>
AS System	<b>5 Years</b>	<b>3 Years</b>
AK System	<b>5 Years</b>	<b>3 Years</b>
AP System	<b>5 Years</b>	<b>3 Years</b>
**All top-handle MSA chainsaws and all TSA models are not eligible for homeowner warranty		
Batteries	<b>5 Years</b>	<b>5 Years</b>

<b>9) STIHL HANDHELD TOOLS</b> (i.e.. pruners, loppers)	<b>Limited Lifetime Warranty</b>	<b>Limited Lifetime Warranty</b>
<b>10) KOMBI ATTACHMENTS &amp; GAS SG/SR SPRAYERS</b> (with bill of sale)	<b>2 Years</b>	<b>1 Year</b>
<b>11) ADVANCE PROCOM</b>	<b>2 Years</b>	<b>2 Years</b>
<b>12) ALL RENTAL APPLICATIONS HAVE A 30-DAY WARRANTY (90 DAYS FOR RB PRESSURE WASHERS)</b>		

### **LIMITED WARRANTY(Continued)**

16. Five-year warranty is offered on electronic ignitions (to the original purchaser) for units purchased after January 1, 2003 (2 years Parts & Labour, remaining years Parts only). Lifetime warranty on electronic ignitions was offered (to the original purchaser) on units purchased between January 1, 1989, and December 31, 2002 (proof of purchase is required).
17. Lifetime warranty on drive cables and internal drive shafts is offered to the original purchaser **when used with recommended attachments.**
  - a. Eligible products include curved and straight shaft FS/FSA/FSE/KM/KMA up to and including FS 261.
  - b. Clearing saws are not eligible for lifetime warranty (FS 360 - FS 561, FSA 400).
18. STIHL warranties parts installed during the product warranty period for the remainder of the product's original warranty period or for thirty (30) days, whichever is longer. This warranty applies only if an authorized STIHL Servicing Dealer installs the part(s). The serial number of the unit must be included in the claim.
19. The warranty on STIHL original replacement parts is thirty (30) days for defects in material or workmanship. STIHL LIMITED will replace any part that it deems defective within thirty (30) days of purchase. Any labour or service charges are the responsibility of the owner. The serial number of the unit must be included in the claim.
20. The warranty on all cutting attachments (bars, chains, sprockets, string heads, blades, etc.) is thirty (30) days on the part, with no labour allowance. This applies to all models, regardless of the warrantable period. The serial number of the unit must be included on the claim. The bill of sale, (invoice to customer) for replacement items sold, must also be included with the claim.
21. Warranty on collateral and safety apparel is thirty (30) days, and a warranty claim must be submitted through B2B to receive credit. A copy of the original bill of sale is required for warranty eligibility and must be attached to the claim.
22. Warranty coverage for special tools, including diagnostic tools is thirty (30) days. If warranty is justified, a claim must be submitted in B2B.

### Warranty Coverage

Warranty coverage will apply to any failure caused by defects in material or workmanship which occurs during the applicable warranty period, except for the specific cases as provided in Clause 3 of 'Warranty Limitations'.

### Warranty Limitations

The following items are not covered by this warranty:

1. Parts or components not manufactured or supplied by the manufacturer.
2. Items or service required for the normal and regular maintenance of the product i.e. spark plugs, filters (air, fuel, oil, etc.), lubricants, starter cords, carburetor kits, engine tune-ups, etc.
3. Warranty on carburetor, intake manifold, air filter, spark plug, electronic ignition module, catalytic converter (if applicable) and fasteners will be extended to a maximum of 2 years **IF** these parts mentioned are deemed to cause the engine in question to fail Canadian Environmental Protection Act standards. Additional testing is required by the manufacturer in order to qualify for this extension.
4. Any failure that results from improper maintenance or misuse of the product, or is caused by an accident, abuse, incorrect storage or failure to operate the product in accordance with instructions provided in the Operator's Manual supplied with the product.
5. Repairs made necessary by dirt, abrasives, moisture, corrosion or other similar conditions, including old or stale fuel.
6. Normal adjustments, which are explained in the Operator's Manual, supplied with the product, including the carburetor, valves or the oil pump.
7. Products that are modified in any way, or units that the customer has taken upon themselves to repair or disassemble.
8. Repairs made necessary due to improper fueling or the use of pre-mix fuel, oils and other lubricants not specified in the product Operator's Manual.

### ***THIRTY-DAY BATTERY SATISFACTION GUARANTEE***

STIHL LIMITED's **Thirty-Day Satisfaction Guarantee** applies to select battery-powered units used for **residential, non-professional applications**.

If a residential customer is not fully satisfied with their **AS, AK, or AP System Tool (including units, batteries, and chargers)**, they may return the product in **its original working condition** within **30 days** and exchange it for another STIHL product. It is the Dealer's responsibility to assess the customer's needs and recommend an appropriate replacement.

When a **qualified residential customer** returns a STIHL battery unit, the Dealer will retain the machine. In return, STIHL LIMITED will provide the Dealer with an **additional 15% discount off the Dealer Net**.

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To receive credit, the Dealer must submit the following to STIHL LIMITED's Dealer Support within **30 days of the return**:

- A copy of the original bill of sale
- A new invoice from the same Dealer's customer, including:
  - Customer's name
  - Reason for return
  - Unit model and serial numbers

### ***TECHNICAL INFORMATION SUPPORT***

STIHL LIMITED provides illustrated Parts Lists and Technical Information in the following formats:

1. STIHL Service Communication - Internet  
STIHL Service Communication (SSC) is available online from the B2BPortal. You have the ability to place orders electronically via a shopping cart, directly into our B2B system.

### ***DUTIES OF THE STIHL DEALER***

1. In order to validate warranty, the Dealer must complete a Product Registration on B2B. Any unit sold that is not registered with STIHL LIMITED will not be covered by STIHL's Limited Warranty, unless proof of purchase is provided.
  - a. The STIHL Dealer is responsible for unregistering a product on B2B within thirty (30) days from registration.
2. Any defective product or component covered by STIHL's limited warranty will be repaired or replaced at no cost to the Dealer's customer.
3. Repairs covered by STIHL's limited warranty will be scheduled according to the normal workflow of the authorized STIHL Dealer to whom the product is delivered for service and depending upon the availability of replacement parts.
4. The STIHL Dealer is encouraged to perform legitimate warranty service work on any and all STIHL products, regardless of the point of purchase.
5. The Dealer has thirty (30) days from the date of the repair to file the claim on B2B (see pages 14 -18). Claims beyond this time period will not be honoured.

### ***LARGE TENDER SALES***

STIHL LIMITED reserves the right to submit direct tenders. In the event that STIHL LIMITED is awarded the tender, the customer will advise STIHL LIMITED of its Dealer of choice, and the invoicing, PDI, and product registration will be completed by the dealer and STIHL LIMITED will issue the Dealer a credit of **10% of the Dealer cost** in effect at the time of the sale.

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### ***BID ASSISTANCE PROGRAM***

This program is designed to assist the Dealer in competing on tenders to municipalities, school boards, provincial governments, the federal government, government utility companies and national firms approved by STIHL LIMITED in advance.

1. STIHL LIMITED offers its Dealers an additional discount for **units and accessories** sold to a qualified customer as noted above. Accessory-only orders must total at least \$500 to qualify without a serialized unit. Dealers must submit a bill of sale reflecting **a minimum discount of 20% off STIHL LIMITED's suggested list price**. Failure to offer the discount or submit a bill of sale will result in a rejection of the Bid Assistance claim. Upon submission of the appropriate proof of sale, STIHL LIMITED will issue a credit to the Dealer's account equivalent to 10% of the regular **Dealer cost**.
2. The following national accounts are eligible for the Bid Assistance Program:
  - Sourcewell/Canoe
  - Asplundh Tree Service
  - Jim's Mowing
  - Bartlett Tree Experts
  - BC Net
  - Davey Tree
  - Arboriculture de Beauce
  - Strathmore Landscape Contractors (1997) Ltd.
  - Wright Tree Service
  - Clintar Grounds Keeping
  - Forced-D Inc.
  - Horticulture Educators Association Members
  - The Alterra Mountain Company (Alterra affiliated organizations include Mike Wiegler Heli Skiing, CMH Heli Skiing Mt Tremblant & Blue Mountain Resorts)
3. Units taken on trade cannot be considered as a discount.
4. The Bid Assistance Program is available only to STIHL LIMITED's Full Line Dealers.
5. **Claims must be submitted to redemptions@stihl.ca within thirty (30) days of the date of invoicing to the Dealer's customer.**

Dealers are encouraged to contact STIHL LIMITED's Dealer Support or their Territory Manager if they have any questions regarding the Bid Assistance Program. STIHL LIMITED reserves the right to cancel or modify this program at any time without prior notice.

### ***PRO-FLEET COMMERCIAL LANDSCAPE PROGRAM***

STIHL's Pro-Fleet Commercial Landscape Program is designed to provide landscape professionals a volume discount on purchases of landscaping **power tools and accessories** of \$5,000 and above.

A purchase of an RZ 261, RZ 552 K, RZ 560 K, RZ 752 K and any RZA/AZA in any quantity automatically qualifies for Pro-Fleet.

#### **Product Exclusions**

##### **Gas Models**

The following gasoline categories **do not** qualify for Pro-Fleet, MS, TS & Curved Shaft Trimmers.

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### Lithium-ion Tools

All AI/AS System units **do not** qualify for Pro-Fleet, with the exception of the GTA 40.

### **Dealer Requirements/Reimbursement:**

To qualify for Pro-Fleet the Dealer must submit a bill of sale reflecting **a minimum discount of 20% off STIHL LIMITED's suggested list price**. Failure to offer the discount or submit a bill of sale will result in a rejection of the Pro Fleet claim. **Claims must be submitted to redemptions@stihl.ca within thirty (30) days of the date of invoicing to the Dealer's customer**. Upon submission of the appropriate proof of sale, STIHL LIMITED will issue a credit to the Dealer's account equivalent to 10% of the regular **Dealer cost**. Contact your Territory Manager with questions.

## **STIHL REWARDS**

*Rewards Program*, redesigned to reward and strengthen our partnership with you. This program is an evolution and replacement for our Frequent Buyer Program.

### **How It Works:**

- **Earn Real Dollars:** For every accessory purchase you make, you accumulate real dollars in your STIHL Rewards account.
- **Redeem:** STIHL LIMITED will allocate the rewards dollars according to promotional activities available at the time of redemption.
- **Maximize Value:** The more accessories you buy the greater the value you accumulate.

### **Key Benefits:**

- **Maximize Value:** Earn rewards for every eligible accessory dollar spent with STIHL LIMITED.
- **Automated:** Our system will do all the calculations and tracking. Your accumulated value will be on your monthly statement and invoices.

### **Program Duration:**

- Accumulate STIHL Reward Dollars from Jan 2 through Nov 30.
- Redeem between Dec 1 - Dec 31.

### **How will you earn STIHL Rewards**

- For all eligible products (including bar & chain), for every \$500 purchased, you will receive a \$10.00 credit to your Rewards account.

\* Exclusions include

- a. Serialized whole goods
- b. Batteries and battery chargers
- b. Attachments
- c. Bar & Chain Oil

## 2026 STIHL DEALER SUPPORT MANUAL

### **ADVERTISING ASSISTANCE POLICY**

STIHL LIMITED strongly recommends that STIHL Dealers use STIHL LIMITED produced advertising material. This media resource is available electronically through the STIHL Dealer HUB or at [www.stihlmarketing.ca](http://www.stihlmarketing.ca). Dealer-created ads **must** be pre-approved by STIHL LIMITED's Marketing Department prior to placement, to assure the STIHL name and logo are properly utilized and no false or misleading claims are made.

Only STIHL products can be advertised. In multiple, non-competitive product ads, the advertising costs will be prorated to reflect only the portion of the ad referring to STIHL products. The approved costs for advertising as per the cooperative advertising Rules and Regulations listed below will be reimbursed on a 50/50 basis (STIHL LIMITED pays 50%, the Dealer pays 50%) up to a maximum payout of 8% of the STIHL Dealer's previous year's total purchases.

### **RULES AND REGULATIONS**

Co-op advertising claims must be submitted through the Co-op Claim Form on Dealer Hub within **sixty (60) days** of invoice, together with proper documentation as detailed below and a copy of the paid **original** invoice. Only STIHL LIMITED's Full Line Dealers are eligible to receive advertising assistance.

In areas where it is beneficial for many Dealers to participate in a group co-op campaign, STIHL LIMITED may organize a direct bill procedure. This involves a pre-approval process whereby STIHL LIMITED will approach the Dealers to participate and upon agreement, STIHL LIMITED will direct-bill the Dealers for their portion of the co-op advertisement. A co-op advertising submission claim by the Dealer group is not necessary in these instances.

### **MINIMUM ADVERTISED PRICE POLICY (MAPP)**

STIHL LIMITED's MAPP Policy is designed to maximize STIHL brand exposure in a positive manner, represent all Dealers as equal partners preserving the long-term health of our servicing dealer network and promote the STIHL brand image in the marketplace. STIHL LIMITED's Minimum Advertised Price Policy (MAPP) applies to all authorized STIHL retailers.

**This policy is not intended to set or limit the price at which authorized retailers can sell their products. This policy deals solely with advertised price points.**

**Definition:** A minimum advertised price is determined by MSRP or in season promotional prices.

Media Subject to this policy include:

- Print advertisements (flyers, newspaper, magazines)
- Radio and television spots
- Direct mail
- Digital (Dealer website, social media, Google AdWords)

#### **Exclusions**

This policy does not apply to:

- In-store price markings
- Used equipment or discontinued models

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Advertising which does not contravene STIHL LIMITED 's MAPP:

- Advertising that does not refer to price
- Advertising that promises to match or beat prices from competitors
- Advertising that offers free delivery with purchase; free training with purchase; free service with purchase unless the ad specifies a dollar value for these activities which result in a price that is below the applicable Minimum Advertised Price.
- Advertising that offers free or low interest financing, or no money down, or delayed payments unless the ad specifies a dollar value for these terms which results in a price that is below the applicable Minimum Advertised Price

### **Bundling**

Advertising the sale of more than one STIHL product in a bundled offering violates the MAPP unless the advertised bundled price equals or exceeds the total price of all the individual STIHL products in the bundle. Free goods are permitted in a bundled offering if the Net Price of the STIHL products is not below the MAPP price, i.e., the cost or value of the free good cannot be subtracted from the advertised MAPP price of the STIHL product(s) in the promotion.

### **Violations**

Retailers advertising products that violate this MAPP Policy, at STIHL LIMITED's sole discretion, will be subject to the following:

*In the event that a STIHL Dealer is found to be in violation of the MAPP policy, STIHL LIMITED reserves the right to suspend the offending dealer's account until the matter is resolved.*

STIHL LIMITED will not respond to any questions or comments from one Dealer about the pricing activities of any other authorized Dealer. STIHL LIMITED reserves the right to determine whether a Dealer is non-compliant with the MAPP and will do so in its sole discretion. STIHL LIMITED reserves the right to re-define the products to which this policy applies and all other provisions of MAPP, without prior notice; such changes and modifications to take effect upon the update to STIHL LIMITED 's Dealer Support Manual.

## **NEWSPAPER AND REGIONAL MAGAZINES**

1. Advertisements may run only in local newspapers and regional magazines that are circulated in the Dealer's trading area. Advertising rates for these publications must be published and must be able to be verified by independent audit.
2. A **full page**, detailed **original tear sheet**, with the **original invoice**, must accompany the co-op Advertising Claim Form. Memo billing will not be accepted.
3. **Advertisements must be at least 40 square inches (258 square centimeters) in size** and contain at least one prominent STIHL logo correctly used (see our website [www.stihl.ca](http://www.stihl.ca)), illustrate at least one current STIHL product and at least one pricing example. The area dedicated to the Dealer logo or tag(s) must not exceed 1/3 of the advertisement.
4. STIHL produced print-ready ads are available on the STIHL Dealer Hub and at [www.stihlmarketing.ca](http://www.stihlmarketing.ca).

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5. Media companies needing print-ready ads or other marketing materials are available at [www.stihlmarketing.ca](http://www.stihlmarketing.ca). Login name: stihlpress and Password: stihl
6. Creative and advertising agency fees, as well as production and set-up costs, are not reimbursable.
7. Advertising costs for used or rental products are not reimbursable.

### **DIRECT MAIL**

STIHL LIMITED has established a Direct Mail Program designed to offer the Dealer a high impact sales tool at a reasonable price with an exceptional return on investment. Direct Mail pieces are ordered on the Lawn Care Booking Program. Order cut-off dates for direct mail are restricted based on printer availability.

### **DEALER PRODUCED MAIL**

Mailers produced by Dealers will be considered for co-op support but **must** be pre-approved by a member of STIHL LIMITED's Marketing Team. STIHL LIMITED will co-op 50% of STIHL's portion of the flyer, but only the amount related to delivery or insertion charges. Creative, advertising and production fees are not reimbursable.

### **RADIO AND TELEVISION**

1. If a pre-recorded STIHL commercial is used, the Dealer must submit with the claim an **original** invoice showing the **title of the spot**. If a STIHL produced script is used, a copy of the **original** STIHL-supplied script must be attached when the claim is submitted for reimbursement. In this case, the Dealer must also submit with the claim an **original** invoice showing the **title of the spot**.
2. Production, creative and advertising agency fees are not reimbursable.
3. Dealer-produced commercials **must** be pre-approved by a member of STIHL LIMITED's Marketing Department. If a commercial other than that provided by STIHL LIMITED is used, a storyboard and/or script must be submitted for prior approval to STIHL LIMITED's Marketing Department. Dealer-produced commercials may reference only STIHL products.
4. Dealer-produced, pre-recorded tapes or scripts must mention the word "STIHL" three (3) times in a thirty-second spot and six (6) times in a sixty-second spot. At least one STIHL pricing example must be mentioned in all advertisements.
5. Used or rental STIHL products may not be advertised.

### **BILLBOARDS**

Billboards do not qualify for advertising assistance.

## 2026 STIHL DEALER SUPPORT MANUAL

### **DIGITAL**

1. Approval is required for the content and positioning of digital advertisements by a member of STIHL LIMITED's Marketing Department.
2. Only the placement costs are available for co-op. Creative, advertising and production fees are not reimbursable.
3. STIHL LIMITED will provide ready made Banner Ads available for download on the Dealer Hub and at [www.stihlmarketing.ca](http://www.stihlmarketing.ca).
4. STIHL LIMITED will co-op 50% of the STIHL portion of the Post or Advert. Pictures or logos of competitive products (units or accessories) cannot be used in the Post or Advert. Non-competitive products are acceptable, but the STIHL portion of the ad will be pro-rated.
5. Digital Ads must contain correctly used STIHL logo, an image of a product and at least one price example.
6. Google AdWords is not permitted unless the Dealer is operating an approved E-Commerce site.

### **SOCIAL MEDIA**

7. Social media advertising is available for Dealers through the ThumbStopper program. Participating Dealers will receive customized posts (at no charge) throughout the year. ThumbStopper will also offer participating Dealers "paid advertisement" options, during the spring and fall promotional periods, under our existing co-op program. For more details contact STIHL LIMITED's Marketing Department.
8. The Co-op of paid social advertisements outside of ThumbStopper is not permitted unless the Dealer is operating an E-Commerce website.

### **TRADE SHOWS**

The only reimbursable cost for Shows and Exhibits will be the actual cost of booth space. To be reimbursed for this cost, the following must accompany the claim:

- a. Photographs of the entire booth from several angles showing the amount of STIHL product in relation to the size of the booth; and
- b. The original paid invoice.

Booth space costs will be pro-rated based on the amount of space occupied by STIHL products and will be reimbursed on a 50/50 basis.

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### ***SPECIAL EVENTS***

In certain cases, STIHL co-operative advertising funds can be used to promote STIHL products through means other than media. In these instances, the Dealer should:

- a. Contact your Territory Manager and have them request approval from a member of STIHL LIMITED's Marketing Team.

#### **Non-Qualifying Co-op Items Listed Below:**

- Printing – general use (invoices, letterheads, etc.)
- Creative and production charges
- Trade show directories
- National magazines or publications that extend outside the local trading area
- Sponsorships
- Equipment donations
- Advertising specialties, shirts, caps, pens, etc.
- Dealer catalogues
- Stuffers, handbills
- Placemats, menus
- Coupons
- Local telephone directories
- Portable signs
- Clothing
- Dealer signage at sporting venues
- Dealer advertisements in sporting brochures
- Race car or bike sponsorship

STIHL LIMITED reserves the right to cancel or modify this Advertising Assistance Policy at any time without prior notice.

### ***ADVERTISING AND SALES PROMOTION***

1. STIHL LIMITED allows the Dealer the right to use the STIHL trademark on signs posted at the retail location, on business documents and in advertisements and promotions for STIHL products. In return, the Dealer must comply with the rules for proper use of the STIHL trademarks. The right to use the STIHL trademark shall automatically end upon termination of the relationship between STIHL LIMITED and an authorized STIHL Dealer.
2. All STIHL logos used by the Dealer must match the original design. Any deviations may damage the image of the STIHL brand. STIHL LIMITED recommends using images, data or materials provided directly by STIHL LIMITED.
3. Use of the STIHL name or trademark as part of the name or internet address of the Dealer is prohibited.

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### **DEALER MARKETING FUND**

The Dealer Marketing Fund is a comprehensive marketing and relationship building effort between STIHL LIMITED the Dealer and the end-customer. Some of the benefits include:

- a. A welcome email on behalf of the Dealer to the end customer, including a “thank you” for the purchase along with warranty detail confirmation.
- b. Creation and maintenance of the STIHL Dealer locator on [www.stihl.ca](http://www.stihl.ca).
- c. Individualized Dealer “micro” site.
- d. Seasonal Point of Purchase materials.
- e. Low-cost catalogues
- f. Value added relationship building on behalf of the Dealer including:
  - i. STIHL Email Marketing
  - ii. STIHL PROLINE, keeping you connected with professionals
  - iii. Google AdWords,
  - iv. ThumbStopper
  - v. National Television and streaming

It is mandatory for all STIHL Retailers to participate in STIHL LIMITED’s national Dealer Marketing Fund Program. A flat 1% contribution on every invoice will be charged for the purchase of any unit or accessory (some exclusions apply, for example: spare parts).