

Loyalty Program as support for distribution partners

Further chance for mutual growth

Dear all,

We introduce a new marketing tool for the brand of Spare Parts in order to increase your sales.

The "Df Spare Parts Premium Shop" is a benefit for end users and rewards them for regular purchasing of Df Spare Parts products. A crown code* can be found on the article label of many Df Spare Parts products.

Your customer benefits from a reward for this, you benefit from a more attractive brand and an increased demand!

After registration at <https://premiumshop.df.comparts.com> end users have the chance to redeem crown codes and to order valuable premiums, like tools, electronic products or digital manuals. The end user can select on his own. Transparency about the crown value of a product is given on the article page within the Partner Portal.

We are pleased to support you to integrate the Premium Shop into your Marketing activities. You can use new marketing materials, e.g. flyers, posters and roll-up banner to communicate the Premium Shop as an added value to your customers. For further questions do not hesitate to contact your Sales Manager or Partner Marketing Manager.

Please note: Students (in particular distribution partners of Diesel Technic) and their employees are not eligible to participate. It will take some time until all product packaging in the market is marked with a crown code.

With kind regards,
DIESEL TECHNIC AG

