



Doosan Bobcat EMEA s.r.o.
Bobcat Institute
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Bobcat Institute

BOBCAT DEMO/ROADSHOW TRUCKS: Terms & Conditions

(External Communication)

The roadshow trucks are the ideal partner in supporting you with open house events, small local fairs, on site dealer training as well as for demonstration requests. In the section below you will find information on how to book your roadshow. Up to two trucks can come to your dealership loaded with key Bobcat equipment and attachments to be operated by skillful demonstrators to successfully demonstrate equipment in action.

Contact us for more information for single events at your dealership. We'll review and prepare a tailor-made offer for you.

Eligible Dealers:

- Continental Europe (EU) & UK & Swiss dealers only (excludes CIS, Middle East and Africa)

Roadshow Truck package includes:

- Machines + Attachments (Including Radio Control & Max Control)
- Skillful Field Product Trainer (Demonstrator)



Dennis De Rouw
"The Flying Dutchman"



Tomas Mrkvicka
"The Gentleman"



Zdenek Bruzek
"Mc Guyver"

- One box of Bobcat merchandising per event
 - *Additional Bobcat branded items can be planned/purchased and personalized upon request. For more info contact: Marketa Krausova at maketa.krausova@doosan.com*
- Accommodation costs for Demo Team members
- Send your request as early as possible for an optimized planning and itinerary, invite mailings, etc. (ideally 6-12 months prior notification)
- Roadshow truck itinerary will require minimum 3 stops coordinated with the District Manager or Application Sales Manager. **For single events (Fairs / Open Days please contact us)**

- All stops must include an adequate demo area for the success of demonstrating our equipment.
 - See [appendix 1](#) for minimum demo area requirements
- Specify the machine(s) / attachments required for the demonstration.
- Participating dealers commit to timely send invites and seek 50+ participants minimum per event.
 - *Important note:*
 - *Bobcat Communication Team is here to offer support:*
 - *With the design of the invitation cards or you can download pictures from Media Hub.*
 - *Social Media coverage and promotion.*
 - *Latest marketing visuals and videos*
 - *See [appendix 2](#) an example of the customer leads online application (available in several many languages)*

Charge

- 1300 Euro per truck/per stop or 2000 Euro for 2 trucks/per stop.
- Note that the fee may vary based on the dealer location if toll roads or ferry is needed.
- **IMPORTANT: The Bobcat Boost program can be used to reclaim these costs**

Cancellations

- More than 1 month before of the event 50% charged
- Less than 1 month before the event 100% charged
 - *These are applicable per planned stop/location*

Point of Contact

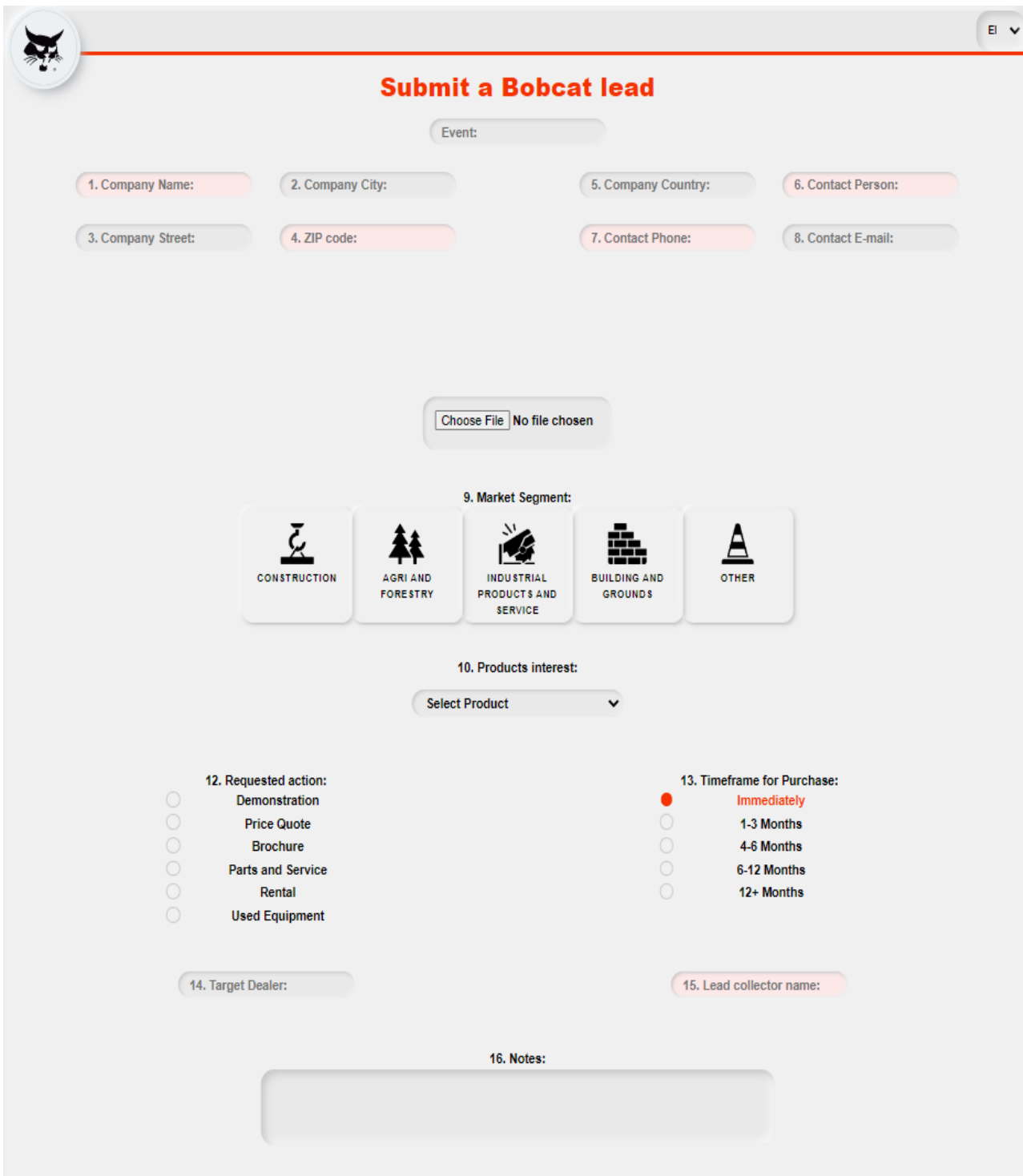
- Nicolas Philemotte
- Mobile: +420.607.018.725
- Mail: Nicolas.philemotte1@doosan.com

Once the load is known, the Bobcat Institute team will prepare the itinerary with the District Manager(s) and the Application Sales Manager. To maximize the trip additional stops might be planned.

Evaluation Survey

- As Bobcat Dealer you feedback is key to us to help us improve our services as well as to allow us to measure the success of the event. Therefore, post the end of each event, you will be required to complete the Roadshow Assessment Questionnaire. The questionnaire will be sent to you once the event has been completed. [Click this link to view the form](#)

APPENDIX 1: Bobcat Online Sales Lead collection Tool



The screenshot shows a web form titled "Submit a Bobcat lead". At the top left is a Bobcat logo. The form contains the following fields and sections:

- Event:** A text input field.
- Company Information:** Eight numbered text input fields: 1. Company Name, 2. Company City, 3. Company Street, 4. ZIP code, 5. Company Country, 6. Contact Person, 7. Contact Phone, and 8. Contact E-mail.
- File Upload:** A button labeled "Choose File" and the text "No file chosen".
- 9. Market Segment:** Five buttons with icons and labels: CONSTRUCTION (microscope icon), AGRI AND FORESTRY (trees icon), INDUSTRIAL PRODUCTS AND SERVICE (factory icon), BUILDING AND GROUNDS (brick wall icon), and OTHER (warning sign icon).
- 10. Products interest:** A dropdown menu labeled "Select Product".
- 12. Requested action:** Five radio button options: Demonstration, Price Quote, Brochure, Parts and Service, Rental, and Used Equipment.
- 13. Timeframe for Purchase:** Five radio button options: Immediately (selected), 1-3 Months, 4-6 Months, 6-12 Months, and 12+ Months.
- 14. Target Dealer:** A text input field.
- 15. Lead collector name:** A text input field.
- 16. Notes:** A large text area for additional information.

Point of Contact

- Igor Duszek
- Sales Leads & CRM Manager
- Mobile: +420 720 029 559
- Mail: igor.duszek@doosan.com

APPENDIX 2: Roadshow Demo Area Requirement

Purpose:

Demonstrate actively during the show a selection of attachments by application. Explain, with hands-on opportunities, the operations of the equipment in close-to-real-live applications. Demonstrate the fast attachment changeover on the equipment.

Location:

- ✓ Ideally next to a main road for easy access and visibility
- ✓ Access should be easy and safe for one or two trucks to maneuver
- ✓ Allow parking of the truck(s), close to the demo area (dimensions per truck: 2.5m x 16m)
- ✓ Easy and plenty parking spaces for visitors

Demo Area:

- ✓ **Important:** Land must be free of gas, waterpipes, drains and electric cables
- ✓ Size of the land depends on number of machines exhibited and demo theme / application; the more machine brought by the dealer, on top of the truck(s), the bigger the show and the bigger the land needed

Branding:

- ✓ Raise flags and banners to give it more a show effect
 - *The Bobcat Marketing Team is available to support you to create the right impact*
 - ekin.akkaya@doosan.com - Marketing Communications Specialist
 - marketa.krausova@doosan.com - Partner Marketing Lead

By application:

For landscaping attachments:

- ✓ The surface should have some high grass and small trees
- ✓ Possibility to level one area for grading with laser
- ✓ Possibility to dig / use slopes
- ✓ Size of demo area depends on the quantity of machines and attachments

Construction attachments:

- ✓ Ensure possibilities and authorization to use old asphalt or concrete road with possibility to dig, trench, break concrete blocks, sweep, ...

Forestry attachments:

- ✓ Ensure possibilities and authorization to cut selective bushes and trees (up to 30cm of diameter) and clear the area.