



Are you making the most of our Interstate Batteries (IBSA) direct ship program?

IBSA provides quality products and we UNISOURCE™ strives to bring them to you at a competitive cost, as well as provide you with an IBSA sponsored. Every battery sold through your dealership which is not sold through the IBSA direct ship program is costing you \$1.00 to \$2.50 more in lost margin revenue. Why not take a moment to review the starter battery and deep cycle battery purchases made through your location and within your organization. You may be able to significantly increase the amount of IBSA sponsored rebate you receive for 2011.

On March 28 those dealers who are currently making the most of our IBSA direct ship program received their IBSA sponsored rebate on purchases made during 2010. You might be wondering how much rebate money was earned? Hyster dealers collectively earned \$31,613 in rebates back from IBSA on their qualifying battery purchases. During 2010 even more dealerships realized the benefit in single sourcing with IBSA batteries through their branches. As a result they received the additional \$1 per qualifying battery for ALL qualifying IBSA batteries ordered through their branches during 2010.*

It is not too late to maximize your 2011 IBSA sponsored rebate on purchases.** The rebate program requires NO signup or monthly maintenance on your part. Simply purchase your starter and deep cycle batteries through the Interstate Batteries direct ship program and we take care of the paperwork. Ensure that all of your locations purchase IBSA product and maximize your 2011 rebate on purchases. The full details of the rebate program offered by IBSA are listed below.**

*all locations purchasing parts through the PDC system must be purchasing batteries through the IBSA direct ship program and at least one location must meet the rebate minimum threshold of 150 qualifying batteries purchased through IBSA.

**** 2011 Interstate Batteries sponsored rebate on purchase details:**

If you purchase between 150 and 499 qualifying batteries during 2011 your location gets \$1.00 back in rebate for each purchase.

If you purchase 500 or more qualifying batteries during 2011 your location gets \$1.50 back in rebate for each purchase.

If all of your locations are purchasing Interstate Batteries and at least one location purchases 150 qualifying batteries, your corporate location receives an additional \$1.00 for each qualifying battery purchased by each location during 2011; this is additional to the \$1 or \$1.50 per qualifying battery rebate the individual location earns.