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1/1/2022

Subject: ATV Training Hangtags and offering

Dear Kayo Dealers,

We hope this letter finds you well. We greatly appreciate your continued support and loyalty as a valued customer of Kayo USA.

We at kayo take ATV safety training very seriously. Please be advised that all your retail customers can contact ATV Safety Institute (ASI) for free ATV hands on training. Kayo will reimburse the cost of the training to your customers. Once the customer has completed an ASI accredited training course they will qualify for up to a \$100 incentive which includes at least \$50.00 in cash and the balance as a rebate for already purchased safety equipment or a credit towards the purchase of new safety equipment.

Please advise customers to call the ASI toll free phone number 1-800-887-2887 to register for the training.

Once the training is complete, please call toll free phone number 1- (888) 383-5355 for reimbursement of training cost and the incentive.

Sincerely,

Team Kayo USA



JOIN A BETTER CLASS OF RIDERS

Take a FREE Hands-On
ATV RiderCourse

ENROLL TODAY!

atvsafety.org
or call toll-free 1.800.887.2887

The manufacturer of your ATV thinks approved training is so important that they sponsor the *ATV RiderCourse™* and offer it to you absolutely free! Once training is completed, you may be eligible for an incentive. Business purchasers are not eligible for incentives.



