



DISTRIBUTOR BULLETIN

SPRING PRODUCT SUGGESTIONS

We need your input on our spring product line. How can we best support your efforts to grow utility and PWC sales? How can we improve our value to the customer? What's missing? What needs to be fixed? What can we do better? While you are thinking about it, are there products we don't need anymore? Please fill in the attached "2016 SPRING SUGGESTIONS-IDEAS.doc" and return to sales@tritontrailers.com with your ideas. Responses are due by Wednesday, May 6th. We appreciate your feedback.



REAR RATCHET STRAP

This is a reminder about a small issue we've found on the 16333 rear ratchet strap used on watercraft units. After loading watercraft on the trailer, the rear strap is difficult to release without relieving the load pressure on the front winch strap first. Please share this with your dealers and recommend that the end user takes the majority of the load tension off using the front winch strap first and then go to the

back to fully release the 16333 strap.

RESPONSIVE WEBSITE DESIGN

Our current website is old and responsive design wasn't available when it was developed. A responsive site adjusts to the device creating an optimal viewing experience for the user on a phone, tablet or desktop. In the past, responsive design required multiple sites or a separate app depending on the user's technology. Today, however, we can design one site to adapt to all devices. If you test tritontrailers.com on your mobile device now you will see that it works, but it is not user friendly. A user today has to expand the page to hit menu options and read text. Our new responsive site will be easier to use on a mobile device and not require the user to enlarge the page. Links will be selectable with the touch of a finger. Redesigning our website using responsive design will move us ahead of our competition. A couple important thoughts to share:



image from equity-creative.com

action than those done on a desktop, keep in mind a user is more likely to abandon a site that is not mobile optimized.

2. Just this past Tuesday Google introduced a new algorithm (referred to in the media as "mobilegeddon") that will give mobile-friendly sites a boost on smartphone search results.

Our proactive approach will benefit business in the growing mobile device world.

GE Capital

GE Capital recently announced plans to sell its commercial lending and leasing portfolio. To us this means they are selling their floorplan division. Wells Fargo is in discussions with GE capital about a buyout. At this time we are assuming that it will be business as usual.