

Doug Clough

From: Dave Koehler
Sent: Tuesday, August 02, 2016 10:33 AM
Cc: Andy Brosius; Eric Johnson; Jon Devitt; Doug Clough; Mary Clough; Kathy Lingren; Katie Chisholm; Deb Reitz; Janene Arbegast; Kim Zobel
Subject: 2017 Program & Pricing
Attachments: 2017 Dist Program.doc

To: ShoreStation & ShoreLand'r Distributors

Your 2017 Distributor Program is attached. The 2017 model year Price Lists are not yet available, but here are the fundamentals.

- There are no across-the-board price increases.
- The following boat lifts will be phased out:
 - SSV15100MS
 - SSV15100EDS
 - SSV60108MS
 - SSV60120MS
 - SSV70132EDS
- All pontoon "Log Rack" configured options & HA kits will be upgraded to GlideRail style load guides. HA0132 & HA0172 will be replaced with new HA kits. Prices will increase by \$80-\$90 on Log Rack configured options & kits.
- LED "light strip" style lights are planned for both freestanding and piling lifts.
- All White (color 01) boat lift load guides will be discontinued.
- HA0210 Boat Lift Leg Brace Kit price reduced with a re-design (shorter brace tubes).
- A Dockside Paddleboard/Kayak storage rack for Classic & ShoreBridge Dock will be introduced.
- The entire Powersports Trailer line will be phased out. A price list will not be published for Powersports trailers in 2017.
- All Pontoon Trailers except PT1415 will be converted to LED lighting. A flat \$10 per trailer price increase will apply to cover the additional cost.
- TA0251/52/53 Roller Load Guides will be replaced by TA0270/71/72 "Softube" style Roller Load Guides.

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