



2025 DISTRIBUTOR Co-op Program Guidelines

PURPOSE

The purpose of this program is to provide financial assistance to our customers for a portion of their actual advertising expenditures incurred in the promotion of the Dexter brand.

ELIGIBILITY

All authorized Dexter OEM customers whose annual purchases in 2024 exceeded \$100,000.

BASIS FOR ALLOWANCE

The maximum advertising allowance that will be provided by Dexter is based on the annual purchases for resale made by the customers in the previous calendar year (see **ALLOWANCE**). Dexter will notify each eligible customer as to their maximum amount of allowance for 2025. Unless previous and specific arrangements have been made, all accounts must be current to qualify for reimbursement.

TIME PERIOD

This program covers advertising expenses incurred from January 1, 2025 through December 31, 2025 and will be processed on a quarterly basis. Continuation or renewal of this program will be at the sole discretion of Dexter.

PROCESSING AND REIMBURSEMENT

To receive advertising co-op allowance, customers must submit appropriate documentation as outlined in Appendix **Examples of Qualified Expenses**. Invoices to Dexter directly from the customer are not acceptable.

Submissions can be sent via mail or email:

Mailed: Dexter, Attn: Co-op Program, 2900 Industrial Parkway East, Elkhart, IN 46516

Emailed: dextermarketing@dexteraxle.com

Dexter will determine the amount of allowance approved and a credit to your account will be made. A notification letter will be sent indicating the amount credited. Any portion of the allowance not used by December 31, 2025 will expire.

PROCESSING SCHEDULE

Reimbursements will be processed quarterly:

QUARTER	SUBMISSIONS DUE TO DEXTER	DEXTER REMIT CREDIT
Q1	April 25, 2025	May 9, 2025
Q2	July 25, 2025	August 8, 2025
Q3	October 24, 2025	November 7, 2025
Q4	January 23, 2026	February 6, 2026

ALLOWANCE

Dexter will be the sole judge as to the eligibility of the customer and the particular advertising submitted.

GREATER THAN	LESS THAN	ALLOWANCE %
\$100,000	\$500,000	1.0%
\$500,001	\$1,500,000	0.9%
\$1,500,001	\$2,500,000	0.8%
\$2,500,001	\$3,500,000	0.7%
\$3,500,001	\$4,500,000	0.6%
\$4,500,001	<i>and Greater</i>	0.5%
**Maximum Allowance = \$30,000		