

DEALER PROGRAM GUIDE

Gasoline Engines



KOHLER[®]
IN POWER. SINCE 1920.

RELIABLE WORKHORSE ENGINE

And a program to back you up.

We know that the products you sell and service and the businesses you partner with are critical to your business plan. That's why Kohler offers you a choice of flexible dealer programs—each with incentives and advantages that can help enhance your bottom line.

KOHLER® GASOLINE-POWERED EQUIPMENT

Choose from two dealer program options when you service KOHLER gasoline-powered equipment.

KOHLER EXPERT GAS DEALER BENEFITS

The Kohler Expert Gas Dealer program rewards those who consistently provide the highest level of service on KOHLER engines. KOHLER Expert Gas Dealers are required to service all the KOHLER-powered equipment in a complete market segment (consumer, commercial turf, commercial/industrial, welder/generator, rental and marine/mud boat).

- Have first priority for customer referrals
- Earn profit on warranty parts and replacement engines
- Be reimbursed at posted shop labor rate for warranty repairs
- Be reimbursed for freight, travel, pickup and delivery warranty expenses
- Receive factory-direct warranty reimbursement by check for online warranty claims

KOHLER REGISTERED GAS DEALER BENEFITS

As a KOHLER Registered Gas Dealer, you have the flexibility to service only the KOHLER-powered equipment you sell, or service a complete market segment. The Registered Dealer can choose the market segment(s) they service including consumer, commercial turf, commercial/industrial, welder/generator, rental and marine/mud boat.

- Receive customer referrals based on area(s) of focus
- Be reimbursed at posted shop labor rate for warranty repairs
- Be reimbursed on costs of qualified warranty parts and replacement engines
- Receive factory-direct warranty reimbursement by check for online warranty claims

REQUIREMENTS & INCENTIVES	EXPERT DEALER	REGISTERED DEALER
Products serviced	KOHLER® gasoline-powered equipment in selected market(s) [†]	KOHLER gasoline-powered equipment in selected market(s) [†] or only the equipment you sell
Preferred website referrals	Yes	No
Listed in advanced dealer search	Optional	Optional
WARRANTY REIMBURSEMENT		
Labor reimbursement with repair time guidelines	Posted shop labor rate	
Parts reimbursement	Full list price	Service full market(s): Net +20%; or service only what you sell: Net +10%
Engine reimbursement	List price less 10%	
Pickup and delivery—mileage allowance*	Yes	No
Travel time allowance*	Yes	No
Field repairs	Travel time at full shop labor rate with factory or CD authorization	No
Diagnostic time*	Yes	No
Freight on short blocks and engines for warranty repairs	Yes	
Engine or short block authorization required	No [‡]	Factory or CD authorization
TRAINING REQUIRED [§]		
Technician certification	Required	
New dealer orientation	Required	
Level 1 school – 4 days in person or 2 days in person + 2 days E-learning	Required	
Annual update schools	In person, Webinar or E-learning	
EQUIPMENT REQUIRED		
Dealer toolset	Required – including EFI diagnostic software and EFI service kit	Required
Email access	Required	
Ability to provide pickup and delivery	Required	Not required
Signs/Identification	Required – inside and outside	Required – inside
Initial inventory	\$1000 [†]	\$750 [†]
Engines on display	Required if dealer has a showroom	Required if displaying other engine brands
KOHLER parts on display	Advantage parts, maintenance kits and oil	
KOHLER parts display stand	Optional	
Warranty claim submittal	Online	
Service information record update	Every year	Every two years
Technical service hotline	Distributor	

*Rates are subject to change. Please contact your local distributor.

[†]Consumer, commercial turf, commercial/industrial, welder/generator, rental and marine/mud boat.

[‡]Factory or CD authorization required for claims above \$2,000.

[§]See Kohler policy and procedures for details.

[†]Must include Advantage parts, oil and maintenance kits per guidelines.

