

## Advantages of being an Authorized Husqvarna Viking Dealer

- **Leading High –Tech, Premium Sewing Machine Brand**
- **Complete product program, including sergers, software, after market**
- **Most extensive line of computerized embroidery and sewing machines**
- **Top Quality products manufactured in Sweden**
- **White sewing machines, sergers, and aftermarket products available**
- **National Advertising Program**
- **National Publicity**
- **National sponsorship participation in shows, fairs and exhibits**
- **National training events: Convention and Sewfest**
- **Premier and Premium incentive dealer programs**
- **Co-op advertising allowances: Accrual, Exhibits, Yellow Pages**
- **Retail best practices coordinated with retail stores**
- **National Incentive Trip**
- **AKSESS digital asset management and customizable ad web site**
- **Regional Creative Activities Training/Service Training**
- **National Education Activities/Consumer Motivation**
- **National Sales Promotions**
- **Lease Department Program/National Insert Marketing**
- **National White Stack-out program with JoAnn Stores Inc.**
- **Home Source retail financing**
- **FFC wholesale floor planning**
- **TransAmerica wholesale financing**
- **#1 Web site in sewing machine industry**
- **Individual dealer websites provided**
- **Online Web Shop with commission to retailers**
- **America Sews PBS series---80 million households**
- **SewYoungSewFun PBS series---40 million households**
- **Regional Manager staff working directly with dealers in – store**
- **Truckload sales campaigns available for special events**