

RED CARPET

s e r v i c e p l a n

Riccar offers a program to help you pamper your best customers who have purchased new Radiance, Brilliance, Vibrance (excluding Entry, Standard and promotional models), SupraLite (Deluxe, Premium or Sand Trap models only) and Premier Power Team Canister vacuums. The Red Carpet Service plan offers your customers free tune-ups for their vacuums and has numerous benefits for you as well.



RICCAR®

WITH THE RED CARPET SERVICE PLAN, YOU'LL ENJOY THESE BENEFITS:

Get a chance to see your customers regularly and ensure they are completely happy with their vacuums. Foster word-of-mouth advertising by creating satisfied customers who tell their friends about the vacuum you sold them that is available exclusively at your store.

Have the opportunity to ensure your customers' vacuums are in tip-top shape. Here's your chance to keep your customers' vacuums running at peak performance. Your customers will appreciate your exceptional service for years after the sale.

Educate your customers on the importance of regular vacuum maintenance. Provide your expert advice, and remind them to return for tune-ups.

Increase your paycheck by selling additional products. While your customers are in your store, give them a quick demo on a second vacuum or new accessories. Customers may save themselves a future trip by stocking up on bags during their visit.

HERE'S HOW THE RED CARPET SERVICE PLAN WORKS.

1

When a customer purchases a Radiance, Brilliance, Vibrance (excluding Entry, Standard and promotional models), SupraLite (Deluxe, Premium and Sand Trap models only), Immaculate or Impeccable, fill in your name and purchase date on the Red Carpet Service Plan sticker. For the Radiance, Vibrance and SupraLite vacuums, the sticker is located on the back of the machine. The Brilliance sticker can be found on the motor cover under the dust cover. The Immaculate and Impeccable stickers are located on the bottom side of the canister body. Sticker locations are shown on the back page of this overview.

2

At the time of purchase, review with your customer all of the benefits of the Red Carpet Service Plan. Explain that you will replace the bag, replace the filters if the vacuum has them and give the vacuum a comprehensive cleaning. A program overview card that accompanies the owner's manuals lists the benefits to help you explain the program to your customers.

3

Just like your dentist, we've developed a postcard to remind your customers to come back in for a checkup – for their vacuums. Before customers leave your store, have them fill out a reminder postcard, and file it. As the first tune-up visit nears, add your store information and a stamp, and drop it in the mail. Your thoughtful reminder will help them remember to take care of their vacuum and take advantage of a free tune-up.

4

During a Red Carpet Service tune-up, replace the bag, replace the filters (if applicable) and give the vacuum a comprehensive cleaning. Also inspect any of the following that apply: the agitator brush strips, hose, full bag indicator, brushroll jam indicator, floor selector switch, belt, carpet height adjustment, headlights and the vacuum's suction and air flow. For these items normal warranty procedures apply in that items will be replaced at no cost if any item is found to be defective. Charges may apply to replace items not covered by the warranty or failures that result from abuse to the vacuum.

5

Claim replacement filters on your warranty claim forms, and Riccar will reimburse you for the cost of these items. Please note the Red Carpet Service Plan does not cover the cost of replacing the optional HEPA Media Plus filters on the Radiance.

The Red Carpet Service Plan offers three free tune-ups to Radiance customers, the first 11-13 months after purchase, the second 35-37 months after purchase and the final tune-up 59-61 months after purchase. Brilliance and Premier Power Team customers are entitled to two free tune-ups, the first 23-25 months after purchase and the second 47-49 months after purchase. Vibrance and SupraLite customers may receive two free tune-ups, the first 11-13 months after purchase, the second 35-37 months after purchase.

FREE TUNEUP SCHEDULE AFTER PURCHASE

Vacuum	11-13 MONTHS	23-25 MONTHS	35-37 MONTHS	47-49 MONTHS	59-61 MONTHS
Radiance	•		•		•
Brilliance		•		•	
Vibrance (excludes Entry, Standard & Promotional models)	•		•		
SupraLite (Deluxe, Premium & Sand Trap only)	•		•		
Immaculate & Impeccable		•		•	

Service must be performed within 30 days preceding or following the anniversary of the date on which the vacuum was purchased in order to keep the Red Carpet Service Plan valid. If any service date is missed, the Red Carpet Service Plan is cancelled immediately. However the vacuum's warranty will remain valid until expiration. The Red Carpet Service Plan is non-transferable and applies only to household use. Vacuums used commercially are excluded.



RED CARPET
service plan

BELIEVE IT OR NOT. YOUR VACUUM IS ABOUT TO HAVE ANOTHER BIRTHDAY.

To take advantage of your Riccar vacuum's Red Carpet Service Plan, please bring your vacuum in and we will gladly replace the vacuum bag, give your machine a comprehensive cleaning and even replace your filters if your Riccar model uses them.

And what's even better is that this Red Carpet Service Tune Up is FREE of Charge!

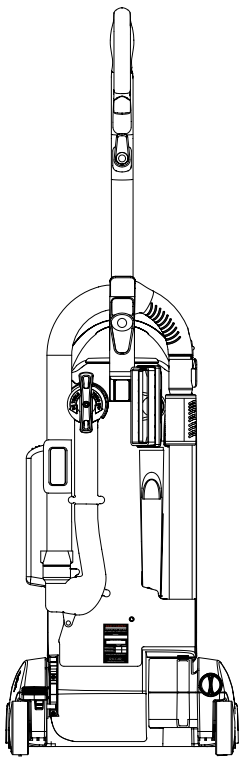
To keep your Red Carpet Service Plan valid, you must have your tune-up service performed any time between 30 days before or 30 days after the date listed on your Red Carpet Service Plan sticker located on your vacuum. We look forward to seeing you soon.

Your Authorized Riccar Retailer Is ...

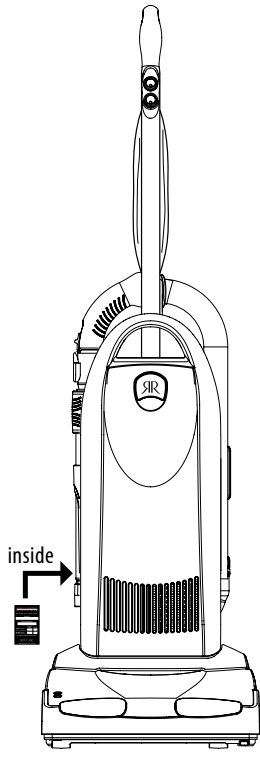
1-888-6-RICCAR | WWW.RICCAR.COM



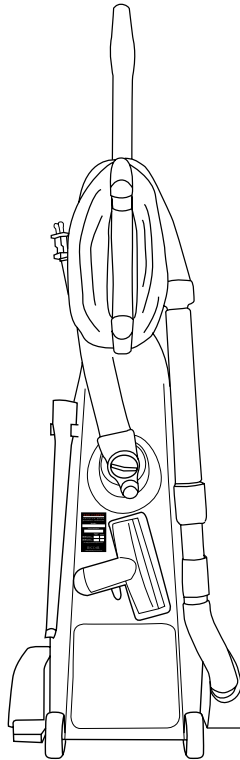
RED CARPET SERVICE PLAN STICKER LOCATION



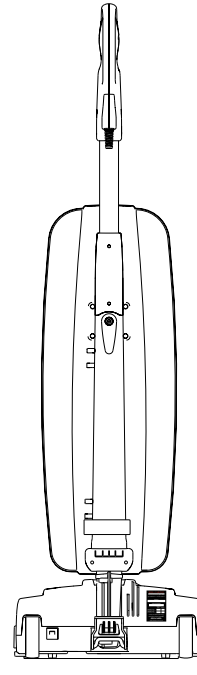
RADIANCE



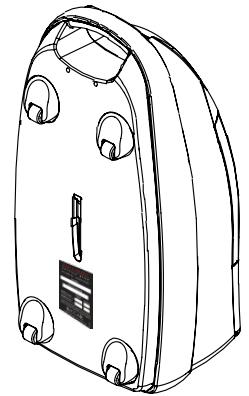
BRILLIANCE
(on the motor cover under
the dust cover)



VIBRANCE



SUPRALITE



PREMIER
POWER TEAM

If you have questions regarding this program, please call your Riccar sales representative, 1.800.2.RICCARTM.



1-800-2-RICCARTM

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