

Item	Entry Level Dealer Program	Preferred Dealer Program	Customer Care Dealer Program	Elite Dealer Program
Selling Support				
Virtual/Kitchen Table Selling Course	\$\$\$	\$\$	\$	Free*
Kitchen Table Selling Book	✓	✓	✓	✓
Tablet Credit	Available	Available	Available	Available
Digital Literature - Custom	✗	✓	✓	✓
Print Allowance	\$	\$\$	\$\$\$	\$\$\$\$
Digital Support				
Dealer Locator	✓	✓	✓	✓
Digital Local Presence Management	Discounted	Discounted	Free	Free*
Digital Assessment	✓	✓	✓	✓
Digital Support AmStd	Basic	Advanced	Advanced	Advanced
Digital Support Non AmStd	✗	✗	✓	✓
Express CO-OP	✗	✗	✓	✓
Advertising				
American Standard Truck Decals	✓	✓	✓	✓
Van Wrap	✗	Available Co-Op	Available Co-Op	Available Co-Op
American Standard Co-op	\$	\$\$	\$\$\$\$	\$\$\$\$
Ameristar Co-op	\$	\$	\$	\$
Technical				
Training Basic	Required	Required	Required	Required
Training Advanced	Optional	Optional	Required	Required
Customized On Site Training	\$\$	\$	Available	Available
Tech Support Priority	If 100% Trained All Modules		✓	✓
Additional Support				
Min Order Value	Waived	Waived	Waived	Waived
Delivery Charge	Waived	Waived	Waived	Waived
Showroom & Personal Purchases	Available Co-Op	Available Up to \$	Available Up to \$\$	Available Up to \$\$\$
Customer Care Eligible	✗	✓	✓	✓
Higher Standard Award Eligible	✗	✗	✓	✓

*Limitations Apply