



February 18, 2014,

**To all Canadian dealers who provide service for products manufactured by Husqvarna Group.**

At Husqvarna we believe that any customer who purchases a product manufactured by Husqvarna is entitled to receive consistent, effective and friendly service regardless of brand or place of purchase. We have recently made some changes that will simplify and improve our after-sales service processes. The purpose of this letter is to review these changes and to explain some procedures that may not have been clearly communicated in the past.

**These changes do not affect Husqvarna branded products that are sold by Husqvarna Professional Dealers who service what you sell.** The programs and processes governing these products have not changed. You will continue to purchase parts and process warranty claims through WebOrder (Husqvarna in Mississauga).

These changes do affect **any servicing dealer** who provides after-sales service for any other brands manufactured by Husqvarna including Husqvarna branded consumer products sold by any other Canadian retailer.

#### **Parts purchasing**

- **NEW:** Effective January 1, 2014, Servantage Dixie Sales has assumed the role of Master Parts Distributor for Canada. They will stock and distribute parts for all products manufactured by Husqvarna excluding parts used on Husqvarna professional models. Parts used on Husqvarna Professional models will continue to be stocked by Husqvarna Canada at our regional warehouses and will be available only to authorized Husqvarna professional dealers. Servantage Dixie Sales has been supplied with a quantity of parts that is sufficient to supply the entire 2014 estimated requirement.
- Parts Distributors will source all service parts directly from Servantage Dixie Sales (excluding Husqvarna professional parts).
- Dealers may continue to purchase parts for Poulan, Poulan Pro, Weed Eater, Husqvarna consumer products and other consumer brands from the local regional parts distributors or directly from Servantage Dixie Sales.
- Distributor and dealer discount structures will remain the same for 2014.

## Contact Information

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### Husqvarna Professional Dealers

- There are no procedural or contact changes regarding Husqvarna branded products sold by Husqvarna Professional Dealers
- Husqvarna Professional dealers who service Poulan, Poulan Pro or Weed Eater or other brands manufactured by Husqvarna Group should refer to the contact information shown below

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### Dealers who service products sold by Canadian Retailers

- Dealer Service Bench warranty account setup, processes and policies – Service Bench
- Dealer payment issues and complaints – Service Bench
- Coordination of no-charge product replacement – Service Bench

Contact Service Bench @ 1-800-363-3664 [huskytech@mailnj.custhelp.com](mailto:huskytech@mailnj.custhelp.com)

- Dealer service agreement set up and administration
- Parts purchasing – Local Parts Distributor OR Servantage Dixie Sales
- Replacement of missing parts – Servantage Dixie Sales
- General information – Servantage Dixie Sales
- Bilingual dealer help – Servantage Dixie Sales
- Bilingual technical support – Servantage Dixie Sales

Contact Servantage Dixie Sales @ 1-800-561-0004 (dedicated bilingual Dealer line – operates 8:00AM to 8:00PM Eastern Time Monday through Saturday)

FAX 1-888-876-9225

Email [canada@dixiesales.com](mailto:canada@dixiesales.com) OR [www.dixiesales.com](http://www.dixiesales.com)

## Warranty processing

- **This section does not apply to Husqvarna Professional products.** Service for Husqvarna Professional models will continue to be performed only by authorized Husqvarna dealers and warranty will continue to be processed by Husqvarna through WebOrder.
- All other warranty claims for all brands manufactured by Husqvarna (excluding Husqvarna professional models) will be processed by Service Bench.
  - **NEW:** Warranty claims are to be processed on line directly to Service Bench.
  - Each servicing dealer needs to be set up with a Service Bench account (Servantage Dixie can assist).
  - Service Bench will pay warranty claims by cheque directly to dealers.
- Charlotte Technical Service will manage the Service Bench relationship for all product categories and will;
  - Publish warranty policies.
  - Coordinate dealer setup.
  - Investigate and resolve dealer payment issues (delays or modified rates).
  - Provide technical and systems training on Service Bench.
  - Handle escalated dealer warranty complaints.
  - Coordinate product replacement (if applicable) via CRM to the Canadian retail support team.
- **NEW:** If the cost of warranty repair exceeds 50% of the product purchase price, the dealer should contact Service Bench to arrange for a replacement product to be shipped to the consumer or dealer.

**Technical support and other enquiries**

- Technical support including parts look up, how-to advice and other service support is available through Servantage Dixie Sales.
- To order missing parts, a customer, retailer or dealer may call Servantage Dixie Sales who will send the missing part to the customer.

The changes we have made will streamline our processes and ensure that servicing solutions will be made easier. We believe that building a relationship between you, the servicing dealer, and the local retail store staff will lead to positive results for all parties involved; increased customer satisfaction, renewed retailer confidence, increased dealer traffic and up-selling opportunities for the dealer and increased dealer profits.

We appreciate your support and look forward to working with you.

Regards

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Terry Curtis

Director of Sales

Husqvarna Canada, Consumer Division

Stephen Clark

National Service Manager

Husqvarna Canada