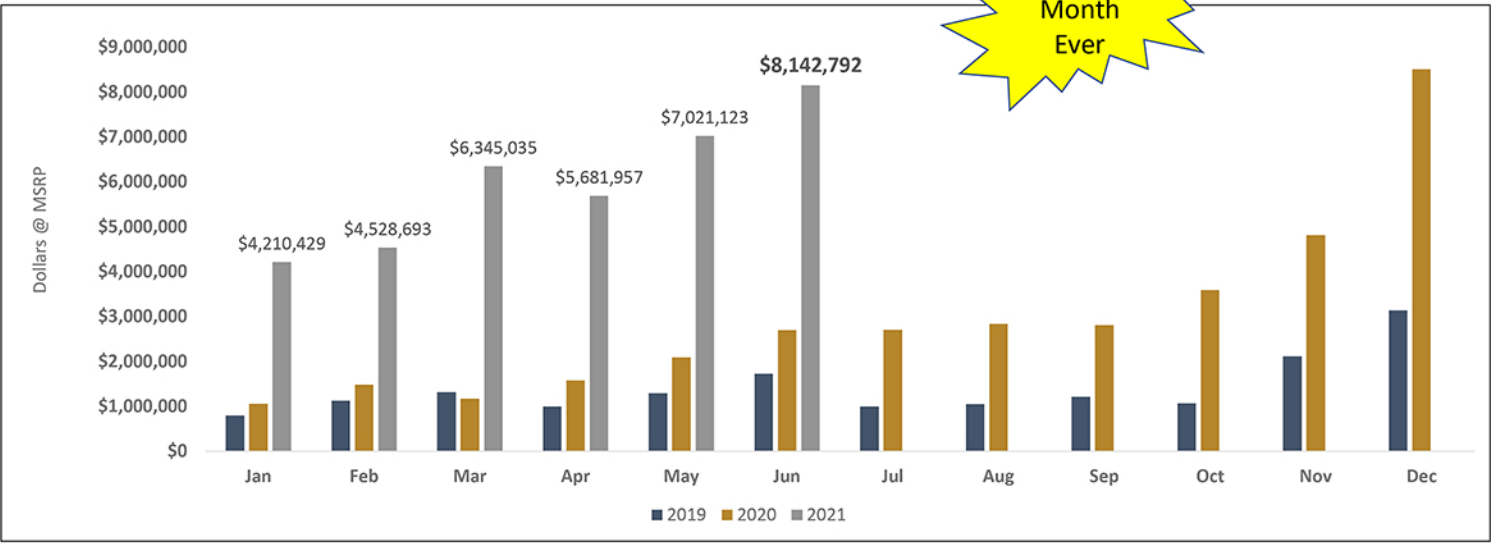


ADS B2C Ecommerce Sales

2nd Best Month Ever



- Volume: 26,519 orders | +5% vs. prior month | +195% vs. prior year
- Sales: \$8.1M | +16% vs. prior month | +199% vs. prior year
- Sales YTD: \$35.9M | +255% vs. prior year

eCommerce Owner Emails (7/13 & 7/27)

July 2021 eCommerce Messaging & Offers

Chevrolet, Buick and GMC focus is 15% below MSRP on eligible* trawling accessories, while Cadillac has 10% below MSRP on all accessories.

FIND NEW ADVENTURES
 15% below MSRP¹ when you buy eligible trawling accessories² online.

ROAD TRIP READY
 15% below MSRP¹ when you buy eligible trawling accessories² online.

TOW LIKE A PRO
 15% BELOW MSRP¹ WHEN YOU BUY ELIGIBLE TRAWLING ACCESSORIES² ONLINE

MADE TO MOVE
 10% BELOW MSRP¹ WHEN YOU BUY ACCESSORIES ONLINE

TURN HEADS
 10% below MSRP² when you buy eligible accessories online.

ROAD TRIP READY
 10% below MSRP² when you buy eligible accessories online.

STOW LIKE A PRO
 10% BELOW MSRP¹ WHEN YOU BUY ELIGIBLE ACCESSORIES ONLINE

*Eligible trawling accessories exclude Fifth Wheel and Gooseneck sub-categories.