



RUESCH MOTOR CO  
 477 North 5575 West  
 Cedar City, Utah 84720  
 United States of America  
 Phone 435 586 2272  
 Fax 435 586 1643  
[www.RueschMotorCo.com](http://www.RueschMotorCo.com)

**REGIONAL MASTER DEALER  
 APPLICATION**

We appreciate your interest in becoming a regional Master Dealer with RUESCH Motor company. This is a unique opportunity for the individual who is looking for an exciting career in an industry that is vibrant and fun. As you consider to look at the benefits of building a business with the help and or RUESCH, you will discover that we are a different kind of company with a unique business model. This is a company that has been built around the ideas of many diverse backgrounds within the motor sports industry. This is a peoples company that has ignored traditional rules to develop a business that allows our people to enjoy profits significantly higher than those stuck in the traditional mold. We're a different type of company. Welcome to RUESCH.

Please complete the application below and fax to our office at **435 586 1643**. We will not be able to send you additional information without first receiving a complete application. If you have any questions, please call us at **324 485 2272 ex 111**

Name \_\_\_\_\_  
 Age \_\_\_\_\_ Health \_\_\_\_\_  
 Marital status \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Mobile \_\_\_\_\_ Home \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ St \_\_\_\_ Zip \_\_\_\_\_  
 Population of your city \_\_\_\_\_  
 Website \_\_\_\_\_  
 Email \_\_\_\_\_

**BRIEF PROFESSIONAL HISTORY:**

Company Name \_\_\_\_\_  
 From \_\_\_\_\_ To \_\_\_\_\_  
 Position \_\_\_\_\_  
 Income \_\_\_\_\_  
 City \_\_\_\_\_ ST \_\_\_\_\_

Company Name \_\_\_\_\_  
 From \_\_\_\_\_ To \_\_\_\_\_  
 Position \_\_\_\_\_  
 Income \_\_\_\_\_  
 City \_\_\_\_\_ ST \_\_\_\_\_

Company Name \_\_\_\_\_  
 From \_\_\_\_\_ To \_\_\_\_\_  
 Position \_\_\_\_\_  
 Income \_\_\_\_\_  
 City \_\_\_\_\_ ST \_\_\_\_\_

Company Name \_\_\_\_\_  
 From \_\_\_\_\_ To \_\_\_\_\_  
 Position \_\_\_\_\_  
 Income \_\_\_\_\_

Before completing this application, please fully read the information and minimum requirements represented online at:

[www.RueschMotorCompany.com](http://www.RueschMotorCompany.com)

RUESCH Master Dealers are licensed for specific regions.

Regions are based on a prospective dealer count of 50 dealerships resulting in an actual count of approximately 30 to 50.

City \_\_\_\_\_ ST \_\_\_\_\_

Company Name \_\_\_\_\_

From \_\_\_\_\_ To \_\_\_\_\_

Position \_\_\_\_\_

Income \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_

Company Names \_\_\_\_\_

From \_\_\_\_\_ To \_\_\_\_\_

Position \_\_\_\_\_

Income \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_

Company Names \_\_\_\_\_

From \_\_\_\_\_ To \_\_\_\_\_

Position \_\_\_\_\_

Income \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_

**GIVE DISCRPTION OF MOTOR SPORTS EXPERIENCE:**

Vehicles owned: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Mechanical Experience \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Sales Experience \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Dealer Experience \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Race Experience \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**CURRENT STATUS**

Do you currently own a business [Yes] [No]

Are you currently employed [Yes] [No]

Are you currently Retired [Yes] [No]

What type of business? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What are your gross annual sales \_\_\_\_\_

Date business was started \_\_\_\_\_

Business type: [corporation] [sole ownership]

[partnership] [LLC] [dba]

Do you own or rent your facility \_\_\_\_\_

**DEALER INFORMATION**

Do you currently own a dealership [Yes] [No]

Dealer Lic # \_\_\_\_\_

Federal Tax ID \_\_\_\_\_

Yellow Pages Ad [Yes] [No]

Size of Ad \_\_\_\_\_

Name of Book \_\_\_\_\_

Years in business \_\_\_\_\_

Number of locations \_\_\_\_\_

Total sales 2005 \_\_\_\_\_

Total sales 2006 \_\_\_\_\_

Total sales 2007 \_\_\_\_\_

Current Vehicle sales ea month \_\_\_\_\_

Marketing Budget 2006 \_\_\_\_\_

Marketing Budget 2007 \_\_\_\_\_

List your marketing 2008 budget for:

TV \_\_\_\_\_ Radio \_\_\_\_\_

N Paper \_\_\_\_\_ Google \_\_\_\_\_

Yahoo \_\_\_\_\_ MSN \_\_\_\_\_

Magazine \_\_\_\_\_ Theatre \_\_\_\_\_

Billboard \_\_\_\_\_ Website \_\_\_\_\_

Direct Mail \_\_\_\_\_ Events \_\_\_\_\_

What events do you demonstrate at ea year?

Event \_\_\_\_\_ Attendance \_\_\_\_\_  
Event \_\_\_\_\_ Attendance \_\_\_\_\_  
Event \_\_\_\_\_ Attendance \_\_\_\_\_  
Event \_\_\_\_\_ Attendance \_\_\_\_\_  
Event \_\_\_\_\_ Attendance \_\_\_\_\_

Store Hours on Weekdays \_\_\_\_\_  
Store Hours on Saturday \_\_\_\_\_  
Store Hours on Sunday \_\_\_\_\_

Number of employees' \_\_\_\_\_

What s your closest International port \_\_\_\_\_  
\_\_\_\_\_

What is your closest National Airport \_\_\_\_\_  
\_\_\_\_\_

What factory brands do you or have you carried  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you import from China? [ Yes ] [ No ]

Do you sell in eBay [ Yes ] [ No ]

Name of eBay store \_\_\_\_\_

Do you pay for pay per click with Google,  
MSN or Yahoo? [Yes] [No]

Do you sell on any auctions [Yes] [No]

Are you now or have you ever been a dealer for  
Roketa, Tank Sports, Kazuma or Kymco?  
[Yes] [No] (If yes, circle the company)

Do you have a service department [Yes] [No]

Do you have a parts department [Yes] [No]

Do you offer financing [Yes] [No]

What finance companies do you use? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you utilize flooring? [Yes] [No]

What flooring companies do you use \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you accept Visa/MasterCard [Yes] [No]

Do you accept American Express [Yes] [No]

Have you read the minimum dealer  
requirements on our site? [Yes] [No]

Do you have inventory Software [Yes] [No]

What brand? \_\_\_\_\_

Do you have point of sale Software [Yes] [No]

What brand? \_\_\_\_\_

Do you have Dealer software [Yes] [No]

What brand? \_\_\_\_\_

Do you have accounting software? [Yes] [No]

What brand? \_\_\_\_\_

Do you or anyone in your company know how  
to operate the following software:

Microsoft Access: [Yes] [No]

Microsoft Excel [Yes] [No]

Microsoft Word [Yes] [No]

Microsoft PowerPoint [Yes] [No]

Macromedia Dream Weaver [Yes] [No]

Adobe Photoshop [Yes] [No]

Corel Draw [Yes] [No]

Cad [Yes] [No]

Do you have an internet connection [Yes] [No]

How many Sq/ft is your showroom? \_\_\_\_\_

How many Sq/ft is your service area? \_\_\_\_\_

How many Sq/ft is your Storage? \_\_\_\_\_

Does your store have frontage to a main street  
that will allow for displaying vehicles close to  
the toad [Yes] [No]

What is the daily traffic count on street facing  
your building \_\_\_\_\_

Do you have an interior showroom? [Yes] [No]

How many ATV or UTV Dealers are within a 25 mile radius of your store? \_\_\_\_\_

Have you driven a RUESCH UTV [Yes] [No]  
Where \_\_\_\_\_

Are you able to spend time away from home  
[Yes] [No]

Are you able to do frequent travel [Yes] [No]

Are you able to fly [Yes] [No]

Do you have back problems [Yes] [No]

Do you have experience in public speaking:

[Yes] [No]

Please explain \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Do you have experience in sales [Yes] [No]

Please explain \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Why do you think you would enjoy this type of career? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Why do you believe you would be good at this type of career \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Is there anything else you would like to say about your company or corporate experience that you feel would make you an added asset to our organization. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please list 5 credit references:

1. Co Name \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Monthly Average Sales \_\_\_\_\_

Product Type \_\_\_\_\_

2. Co Name \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Monthly Average Sales \_\_\_\_\_

Product Type \_\_\_\_\_

3. Co Name \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Monthly Average Sales \_\_\_\_\_

Product Type \_\_\_\_\_

4. Co Name \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Monthly Average Sales \_\_\_\_\_

Product Type \_\_\_\_\_

5. Co Name \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Monthly Average Sales \_\_\_\_\_

Product Type \_\_\_\_\_

What is your business accounts average bank balance? \_\_\_\_\_

Do you currently have the 30 to 50K necessary to start your business?

Will you have a partner in this business?

[Yes] [No]

The submission of this agreement does not guarantee rights or claim to any specific area or protection. If your application is accepted we

will release Dealer pricing, Business forms and Dealer agreement for your review.

Time is of the essence. We accept Master Dealer agreements on a first come basis regardless of when the applications are received. We will notify you of an acceptance of your agreement or otherwise contact you within two working days.

I warrant, under penalty of perjury, that the above information is true and correct. I authorize Ruesch Motor Company to verify the above information and authorize any of my stated references to release confidential information concerning my business conduct and finances.

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Applicant

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Principle Partner or Owner                      % Share

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Signature    Date

---

Partners Printed Name                              % Share

---

Signature    Date

---

Partners Printed Name                              % Share

---

Signature    Date