

Suzuki Military and First Responder Appreciation Incentive

Suzuki Motor USA, LLC (SMO) is pleased to announce the extension of the **Military & First Responder Appreciation Incentive**. When either a first responder in law enforcement, fire and rescue services, or emergency medical services (First Responder) or an active or retired member of the United States armed forces (Military) purchases an eligible new Suzuki motorcycle, scooter, or ATV, they will receive a \$250 Military & First Responder Appreciation Incentive, in addition to any other applicable incentive program offers in place at the time of retail.

Program Dates: April 1, 2026 through March 31, 2027

Eligible Models: All new, unregistered 2024 to 2027 Suzuki motorcycle, scooter, and ATV models.

Program Details:

- 1) Customer completes an Eligible Model retail sale.
- 2) One Military & First Responder Appreciation Incentive per Eligible Model purchase.
- 3) Dealer and customer must complete the enclosed Military & First Responder Appreciation Incentive claim form.
- 4) Dealer must submit a copy of the customer's bill of sale to SMO identifying the Eligible Model purchased, including complete VIN, and showing that the Military & First Responder Appreciation Incentive has been applied to the purchase price of the Eligible Model.
- 5) Along with a copy of the claim form and bill of sale, dealer must also submit proof of purchaser's Military or First Responder status in the form of either a current Leave and Earnings Statement, Orders with sensitive information redacted, Honorable Discharge Certificate, or valid law enforcement, fire and rescue services, or emergency medical services identification.
- 6) The completed Military & First Responder Appreciation Incentive claim form and required documentation must be submitted to SMO, via e-mail, to:

Suzuki - M/C Sales
E-mail salesincentive.smo@suz.com
- 7) SMO will credit the dealer's open account a.k.a. parts account for the Military & First Responder Appreciation Incentive amount after dealer has paid its floor plan lender for the Eligible Model, the Eligible Model has been retail registered a.k.a. warranty registered in Suzuki Connect, and all other necessary and complete documentation has been received and verified by SMO.

If you have any questions, please contact your Area Sales Manager.

Good Selling!



Chris Coons

Director, National Sales Planning and Administration



Military and First Responder Appreciation Incentive

BUYER INFORMATION

FIRST NAME	MIDDLE INITIAL	LAST NAME	
ADDRESS		AREA CODE	PHONE NUMBER
		()	
CITY	STATE	ZIP CODE	
Email			

VEHICLE INFORMATION

ELIGIBLE NEW MODEL PURCHASE INFORMATION

VEHICLE IDENTIFICATION NUMBER	SALE DATE	MODEL CODE

DEALER VALIDATION

DEALER NAME	DEALER CODE

I certify that the vehicle listed above is eligible under the rules of the Military and First Responder Appreciation Incentive program and that all information presented is true and correct and complies with the SMO definition of a sale. I am authorized to execute the Application on behalf of the Retailer named above, and by submission of this form the Retailer agrees to participate in the program. I further certify that I have read, am familiar with, and ensure compliance with all the Program rules and procedures.

Authorized Dealer Signature

Date

Print Name:

Title:

E-mail to: salesincentive.smo@suz.com

FOR OFFICE USE ONLY

Date Form Received	Finance Transaction Confirmed	Credit Processed