



TORSUS®

DEALER GUIDELINES



TORSUS GLOBAL NETWORK

Torsus Praetorian and Terrastorm vehicles are truly unique heavy duty 4x4 off-road vehicles designed to transport personnel and equipment over rough terrain and in harsh conditions, which will expand your portfolio of vehicles and equipment, while creating new business and new customers in many sectors – from Mining to Hotel Transfer, from Military special operations vehicles to all-terrain Touristic buses.

Torsus is actively developing its distribution / dealer network to provide the highest level of support and help each partner increase sales and profits for their business, as well as support our customers around the world, wherever they are.

As an approved Torsus partner, you will receive preferential purchase prices allowing you to profit from every Torsus vehicle sold - as a distributor, dealer, or agent.

Torsus will work diligently to secure our partnerships, giving you exclusive rights and access to markets, industry sales and regional sales as agreed in our partnerships.

To maintain the very high level of customer service and brand awareness expected from Torsus and our global dealer network, all potential dealers must go through our approval process and meet our approved partner specifications as detailed further in this brochure.





WHAT OUR PARTNERS WIN



Market / Regional Exclusivity for Distributors

We offer our Distributors exclusive sales rights for your market by region. This ensures you won't have to compete against another Torsus partner or 3rd party agent within your agreed region.



Heavily Discounted Demonstration Vehicles

We offer significant discounts on the purchase of demonstration vehicles to our Dealers



Official Certification

All our partners will be provided with an Official Torsus Partner certificate, that can be displayed within your premises, in your marketing materials and on your website. We also will back you with all the certificates and test protocols required for local homologation



Marketing and Sales Support

We provide full marketing and sales support, offering a range of marketing and sales materials for your use and customizable to your own business details.



Technical Support

We offer technical support and training to provide the expertise needed to respond to customer enquiries, be more effective in sales.



Export and Shipping Expertise

Torsus has many years of experience and expertise in international trade and shipping. We can assist you with shipping and export procedures if necessary and provide the support and guidance needed to make your business successful



TO WHOM IT MAY CONCERN

ADRESSE: Telefon: Telefax: E-Mail: München, 24.06.2020
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CONFIRMATION

We hereby confirm:

PULSAR EXPO s.r.o., Czech Republic, is a contracted partner of
 MAN TRUCK & BUS SE
 and is authorized to build their superstructure for their product
 "TORSUS PRETORIAN"

on our MAN
 TGM 13.xxx 4x4 BB – Basic vehicle N37

TGM 13.xxx 4x4 BL – Basic vehicle N36

based on their own engineering and according to our guidelines of fitting body's for MAN Trucks.

PULSAR EXPO s.r.o. is also authorized to offer and sell their product
 "TORSUS PRETORIAN"

as a general contractor, in their own name and for their own account.

We provide all the necessary technical information to enable PULSAR EXPO s.r.o. to build up
 their "TORSUS PRETORIAN".

All new MAN chassis are covered by the same worldwide warranty.

We provide warranty services and after sales service through our entire worldwide sales and
 service network.

Best regards

MAN Truck & Bus SE

Eckert Mario VWPKJ 9DaABEEECADBAEE
Digital unterschrieben von Eckert Mario (VWPKJ) Datum: 2020.06.24 14:02:00

I.V. Mario Eckert
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 Sitz Unternehmen der MAN Gruppe - www.man.eu

WORLDWIDE SERVICE

TORSUS provides our dealer network with technical and service support helping you to look after your customers aftersales.

Being an approved MAN/Volkswagen business partner, our clients can get all the benefits of the latter's service network in any part of the world.

All the spare parts of TORSUS will be sent to the local MAN/Volkswagen dealer or our dealer with instructions upon agreement.

The standard warranty for all the TORSUS vehicles is the same as for MAN/Volkswagen:

2 years without mileage limitation.

Same for components and spares



TORSUS DEALER CONDITIONS



SALES TEAM

TORSUS dealers should have their own sales team, or at least several devoted people, working locally with clients' requests, answering their questions and advising on their needs



SHOW ROOM

There is no special building that the dealers should own, but a place where to show, test-drive the vehicles. Clients need to know where they can come to see TORSUS



DEMO VEHICLES

People believe their eyes mostly. So, the distributor in the region should have at least 1 Demo Praetorian and 2 Demo Terrastorms of different advanced versions or 2 Demo Praetorians if prefer the latter



MARKETING/PR

Our partners are backed with all the marketing materials from us and updates published in Newsletters regularly, so on their side is to apply that materials to raise local awareness of TORSUS vehicles.



HOMOLOGATION

As different countries may have homologation requirements different for what our TORSUS vehicles are certified as standard, we need our partner assistance in homologation procedure and local registration



COMPLIANCE

We are living in a world where reputation means everything and where values determine who we are. TORSUS requires from our partners the latest but not the last following business ethics and values that TORSUS is committed to



PARTNERS PROMOTION

All TORSUS partners are actively promoted by us and listed at our web-site as our official partners

TORSUS actively encourages sharing content and developing interdealer network between all our partners

Furthermore, each partner receives official Certificate confirming their legal status. This Certificate can be freely placed at partner's own web-site or shared with clients.



DISTRIBUTOR

Distributors hold exclusivity in their territory and have the most heavily discounted prices.

We support our distributors with all the materials requested for homologation, provide all the technical and legal papers and assist in any request.

Distributors are expected to show greater involvement with marketing, promotion and sales than other partners to create demand for our vehicles and ensure healthy sales figures and production requirements.

Due to the exclusivity rights Distributors have an obligation to order more DEMO vehicles and participate with them in the relevant trade shows, expos and events in the region to promote TORSUS to the world audience.

Distributors are also actively encouraged to develop their own regional network of partners – dealers and agents, for which the distributor can implement and maintain its own sales policy.

Distributors should participate in most of the possible markets that TORSUS is applicable to – Mining&Oil, Agriculture, Military, Logistics, Tourism, Emergency Services, Hotel Transfer etc – nothing should be left aside.

PARTNER TYPES MAJOR DIFFERENCE

DEALER

Dealers don't have the exclusivity in the agreed region and can compete in their territory with other TORSUS representatives that can appear in there.

Dealers have as well a greatly discounted price for all TORSUS range, however it is lower than for the distributors.

Our Dealers are also required to have a devoted and active sales team working with TORSUS potential customers, be capable to organize test drives and order 1 DEMO vehicle for that.

We also expect our Dealers to actively engage in marketing and promotion to create demand and work with the increase of sales.

In local homologation process Dealers receive the same support and are provided with all the documents needed.

For Dealers working in all market areas is not mandatory but highly recommended

AGENT

Approved Torsus Agents sell our vehicles through their own personal networks and connections. Agents buy vehicles directly from Torsus with a discount off our RRP.

Torsus Agents can also operate by arranging deals whereby Torsus sells directly to end-user (the agent's contact) on conditions negotiated by the Agent. This allows the agent to claim commission from sales without being an actual part of the formal sales process. In these instances, sales and commission rates MUST be agreed with Torsus in writing prior to the sale taking place. After-sales service and customer agreements will then be handled directly by Torsus.

Sales and marketing materials, if printed not digital, are available at cost price.

Praetorian or Terrastorm?

Our partners can be dealers for both our off-road models or only one of them. The partners can also choose different partnership levels for separate vehicles – distributor for Praetorian and agent for Terrastorm for example. The choice depends only on your feeling of the market, clients needs, your preferences, and ability to devote time and efforts to different models. However, we prefer to have one distributor for both, Praetorian and Terrastorm, in one region as it is much easier for client to get oriented, and at the same time such more differentiated line gives the partner opportunity to satisfy the needs of the audience in full having different sizes of the same off-road capabilities.

One market segment or different?

We require our distributors to cover the whole market, meaning that if you have exclusivity in the region you have to participate in all the interesting markets for us – Mining&Oil, Agriculture, Military, Logistics, Tourism etc. This is highly important as some of partners having contacts and experience in one area prefer concentrating on it leaving aside other areas while distributor exclusivity implies no one else can cover demand&supply in that other sectors spreading awareness of TORSUS.

Sale volume requirements?

TORSUS doesn't prescribe the minimum number of sales per year. We understand that to make people aware of TORSUS and our advantages takes time and resources. We don't push the sales as the major purpose is to give the clients solution to their needs and challenges in off-road, not to be the most sold vehicle in the area. However, we encourage our partners to make all the efforts to give people the knowledge of the best 4x4 vehicles for their outroad adventures they ever tried.



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If you have any more questions or would like to discuss partnership
and applicable discounts for our partners, please contact us via
distribution@torsus.eu