



## Service Letter

Ariens Company  
655 W. Ryan St.  
Brillion, WI 54110-0157  
www.ariens.com

**Product Family: 2009 Edgers, Tillers, Splitters, PB28 Brush**

**Subject: Subaru Engine Repair**

**Dealer Action: Equipment Information**

Ariens Company is expanding its use of Subaru Robin engines in its lawn and garden products. Dealers who wish to service these engines for warranty repair or as part of their customer support will need to become an Authorized Subaru Engine Service Center.

By joining the Subaru Robin service network, dealers can get service, technical and warranty assistance from Subaru, and they are able to purchase Subaru parts from one of 22 regional wholesale distributors at the 40% dealer discount.

Dealers interested in becoming an Authorized Subaru Engine Service Center should read the attached brochure, service center agreement and distributor map and then file the service center agreement with their nearest wholesale distributor.

If you have any questions about becoming an Authorized Subaru Engine Service Center, contact Subaru Engines at:

Tel: 1-847-540-7300  
Fax: 1-847-438-5012  
E-Mail: [service@robinamerica.com](mailto:service@robinamerica.com)



**MICRO**



**OVERHEAD  
CAM**



**OHV SLANT  
CYLCINDER**



**RAMMER**



**OHV V-TWIN**



**TURN YOUR KEY TO SUBARU.**

AND ENJOY THE BENEFITS OF BEING AN  
AUTHORIZED SERVICE DEALER.



 **SUBARU**  
Robin Industrial Engines

Robin America, Inc.  
FUJI HEAVY INDUSTRIES, LTD.  
905 Telsor Road  
Lake Zurich, IL 60047, USA  
tel: 630-350-8200 • toll free: 800-277-6246  
fax: 630-350-8212  
web: subarupower.com  
e-mail: sales@robinamerica.com

**GET STARTED ON THE  
ROAD TO SUCCESS.**

800-277-6246

[subarupower.com](http://subarupower.com)



# It's an easy start.

Subaru's technologically advanced engines have delivered proven advantages to customers around the world. As a Subaru dealer, you can enjoy even more great benefits.

With just four simple components, it's easy to become an authorized Subaru service dealer. Just register through the nearest Subaru engine and parts wholesale distributor and you'll be ready to increase profits with Subaru.



**SUBARU**



## PROMOTE SUBARU.

Display the free Subaru dealer sign and let your customers know you're a part of the Subaru team.



## BE A ONE-STOP SHOP.

Your choice. Be an unlisted dealer and service only your own equipment or, be a listed dealer and service your customers' Subaru powered equipment.



## BE READY FOR PARTS AND REQUESTS.

Establish an account with your Subaru wholesale distributor for ready access to parts and engines to support your customers.



## KEEP UP-TO-DATE.

Registered dealers receive a free CD that includes all service and parts manuals as well as free access to all updates via the Subaru dealer Web site.

## EXCELLENT SUPPORT AND PARTS AVAILABILITY



- **Full Discount on Engines and Parts**  
*40% parts discount from your Subaru wholesale distributor.*

- **No Stock Requirements**  
*You choose what parts you stock to support your customers.*

- **Fast and Complete Parts Shipments**  
*Parts ship the same day as ordered from distributor inventory, or can be drop shipped from the factory.*

- **Toll Free Technical Support**  
**800-277-6246 or 630-350-8200**

- **Free Dealer Kit**  
*Registered dealers receive a free start-up kit including a sign, brochures, and all parts and service manuals on CD.*

- **Free Training Programs**

## LARGE ENGINE POPULATION



**You'll join a network of more than 4,500 Subaru dealers in North America to provide superior product support after the sale.**

*Our extensive network means low or no inventory requirements for our dealers. Subaru engines have earned a worldwide reputation for top-notch performance and reliability. It's a difference that millions of customers have enjoyed.*

## 3-YEAR WARRANTY



**Subaru backs up its product with a 3-year limited warranty\* and offers an outstanding warranty reimbursement program for its dealers.**

- **Profits On Parts**  
*Dealers can earn 25% gross profit margin on warranted replacement parts.*
- **Full Shop Labor Rate**  
*Labor rates vary based on business type and region. Subaru has you covered.*
- **Liberal Flat Rate**  
*Your mechanics are given ample time to perform appropriate repairs and maintenance.*
- **Easy Online Processing**  
*Our easily-accessible online form simplifies transactions and eliminates complicated paperwork.*
- **Weekly Checks in the Mail**  
*Warranty reimbursements are sent directly to the dealer by check, rather than through a credit arrangement.*

\*Excludes Micro and SP170 models. Applies only to EX and EH Series engines above 140cc.



Purpose: All Subaru Dealers are to complete this form.

Sections 1 & 2 : All Subaru Sales and/or Servicing Dealers to complete these sections.

Section 3: Please complete this section if you are applying to be a Subaru Servicing Dealer.

Section 4: If you refer your service to an outside service center, please complete this section.

<b>1.</b>	Dealer Name	Date
	Contact	Title
	Email Address	Tax ID/SS no.
	Address	
	City	State Zip Country
	Phone	Fax
	Posted Shop Labor Rate US\$ (Required)	Distributor Use Only Parts Discount: % (Required)

<b>2.</b>	<b>Type of Subaru Sales and/or Service Center</b> (check all that apply)	Sell	Service	Listed	Unlisted
	Subaru Engine Dealer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Subaru Generator Dealer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Subaru Pump Dealer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Subaru Light Cart Dealer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Listed vs. Unlisted Servicing Dealers:**

- Unlisted Servicing Dealer repairs only their equipment.
- Listed Servicing Dealer will repair their Subaru equipment as well as other referrals. Listed Servicing Dealers will appear on our website.
- All Sales Dealers will be listed on our website.

<b>3.</b>	<b>Types of Products Serviced</b> (check all that apply)									
<input type="checkbox"/>	4 Cycle Engines	<input type="checkbox"/>	2 Cycle Engines	<input type="checkbox"/>	Diesel Engines	<input type="checkbox"/>	Portable Generators	<input type="checkbox"/>	L&G Equipment	
<input type="checkbox"/>	Dewatering Pumps	<input type="checkbox"/>	Pressure Washers	<input type="checkbox"/>	Air Compressors	<input type="checkbox"/>	Construction Equipment	<input type="checkbox"/>	Industrial Equipment	
<input type="checkbox"/>	Go-Carts	<input type="checkbox"/>	Welder/Generators	<input type="checkbox"/>	Turf Equipment	<input type="checkbox"/>	Stand by Generators	<input type="checkbox"/>	Paint Sprayers	

\* If you refer your service to an outside service center, please supply information below.

<b>4.</b>	Company								
	Address								
	City	State	Zip						
	Phone	Fax							

By signing this form, I give Robin America, Inc. Authorization to forward this form and a copy of my Credit application to the Subaru Robin Engine and Parts Distributor for the use in becoming a Subaru Robin Dealer.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

## **DISTRIBUTOR/SERVICE CENTER AGREEMENT**

### **Responsibilities and Duties of the Service Center**

The Service Center agrees with Distributor (the "Agreement") that, as consideration for being appointed a Service Center for the provision of services to customers of certain Robin Subaru products (as set forth on the first page hereof), it shall:

1. Actively and diligently promote and sell Robin Subaru products in the, Market Area Served.
2. Pay Distributor for all products supplied by Distributor under this Agreement, according to price lists provided by Distributor in cash on delivery of such products or in accordance with other payment terms as agreed, in advance of shipment, by Distributor.
3. Maintain a suitable facility for repair service to all users of Robin Subaru products, and provide prompt and efficient warranty repair service to all users of Robin America products who qualify in accordance with the Robin America Warranty Policy and Procedure.
4. Provide prompt and courteous service to all customers.
5. Maintain a sufficient inventory of Robin Subaru engines and service parts to ensure prompt and efficient service at reasonable prices to the users of Robin Subaru products in the Market Area Served.
6. Properly represent Robin Subaru products, as follows: (i) the Service Center shall not represent service parts as being genuine service parts of Robin America unless the same are provided to the Service Center by Robin America's Distributor, and (ii) the Service Center shall not represent any service parts as being fully comparable to Robin America's service parts unless such service parts are certified by Robin America as being fully comparable.
7. Maintain a sufficient supply of promotional material provided by Distributor or Robin America including without limitation, service parts bulletins, forms, and Product manuals.
8. Maintain a fully qualified sales staff who are thoroughly familiar with Robin Subaru products, policies and procedures and cause such personnel to attend training programs for Robin Subaru products and study sales manuals and dealer bulletins as provided by Distributor or Robin America from time to time.
9. Advertise Robin Subaru products within the Market Area Served in conformance with advertising guidelines provided by Distributor or Robin America, including, without limitation, the listing of the Service Center in the "classified pages" of telephone directories within the Market Area Served and the distribution of booklets, circulars and other advertising material furnished to it by Robin America or Distributor.
10. Participate in Robin America's "Identification Program" and provide and maintain adequate identification of its place of business as a Robin Subaru Service Center.
11. Adhere to all standards of customer service established by Distributor and give courteous, prompt and thorough attention to the particular needs of its individual customers.
12. Keep, in a manner satisfactory to Distributor, accurate and complete inventory records and records of all transactions entered into by it in connection with the purchase and sale of Robin Subaru products. Distributor shall make all such records and reports available to Robin America and its representatives upon request and at any reasonable time.
13. Grant access at all reasonable times to Distributor and its representatives to inspect the Service Center's inventory, including any parts, tools and equipment necessary for servicing Robin Subaru products, and to ensure that the Service Center is otherwise in compliance with this Agreement.

### **Termination**

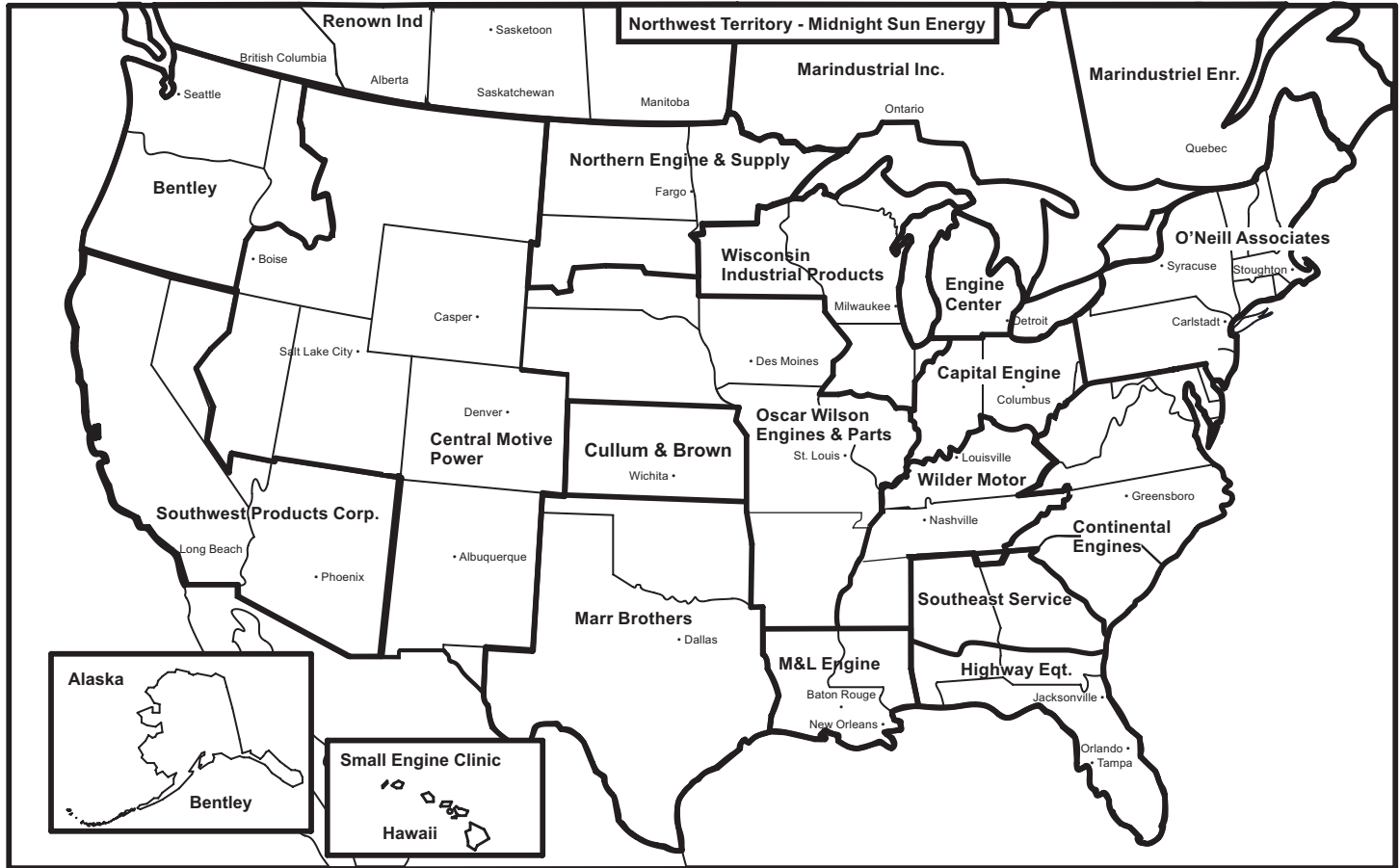
The Service Center's appointment hereunder shall automatically terminate upon the first of the following events to occur:

1. Two years from the date hereof;
2. By the Service Center, at any time, upon 30 days written notice to Distributor, or
3. By Distributor, upon 30 days written notice to the Service Center of a breach of any terms of this Agreement.

Applicable Law. This Agreement shall be governed by the laws of the State in which the Service Center is located without giving effect to the choice of laws provisions thereof.

Effective Date: Entire Agreement. This Agreement shall be effective upon acceptance by Distributor. Except for any guidelines provided to the Service Center by Distributor of Robin America, Inc. This Agreement sets forth the entire agreement between the Service Center and Distributor.

# Engine & Parts Wholesale Distributors



## US Distributors

**The Bentley Company**  
4109 Airport Way So.  
Seattle WA 98108  
800-628-5827 • fax 800-225-2097

**Capital Engine Co.**  
97 Cypress St. SW  
Reynoldsburg, OH 43068  
740-964-0089 • fax 740-964-0186

**Central Motive Power**  
6301 North Broadway  
Denver, CO 80216  
800-822-4332 • fax 303-428-6785

**Central Motive Power**  
3740 Princeton Dr. NE  
Albuquerque NM 87103  
800-782-2525 • fax 505-884-1358

**Continental Engines**  
60 Pelham Davis Circle  
Greenville, SC 29615  
800-922-5632 • fax 864-235-4704

**Cullum & Brown of Wichita**  
3717 N Ridgewood Street  
Wichita, KS 67220  
800-362-3222 • fax 316-262-5040

**Engine Center**  
2351 Hilton Rd  
Ferndale, MI 48220  
800-726-8870 • fax 248-399-3142

**Highway Equipment and Supply**  
1016 W. Church St.  
Orlando, FL 32805  
800-827-6495 • fax 407-849-0740

**Highway Equipment and Supply**  
4850 Collins Rd, #103  
Orange Park, FL 32073  
800-827-3019 • fax 904-215-7109

**M&L Engine**  
1212 St. Charles Street  
Houma LA 70360  
800-960-0068 • fax 985-851-0006

**Marr Brothers, Inc.**  
423 East Jefferson Blvd.  
Dallas, TX 75203  
800-627-7276 • fax 800-967-1259

**Northern Engine and Supply, Inc.**  
2710 3rd Avenue North  
Fargo, ND 58102  
800-272-3284 • fax 701-232-6510

**Northern Engine and Supply, Inc.**  
2929 W. Superior St.  
Duluth, MN 55806  
218-628-2836 • fax 218-924-7494

**O'Neill Associates**  
795 Canning Parkway  
Victor, NY 14564  
800-724-3145 • fax 800-724-3144

**Oscar Wilson Engines & Parts, Inc.**  
826 Lone Star Drive  
O'Fallon, MO 63366  
800-873-6722 • fax 800-873-6720

**Small Engine Clinic**  
98-019 Kamehameha Hwy  
Aiea, HI 96701  
808-488-0711 • fax 808-487-1661

**Southeast Service & Supply**  
2173 Winder Hwy  
Dacula, GA 30019  
800-241-4595 • fax 770-446-5455

**Southwest Products Corp.**  
5143 W. Roosevelt  
Phoenix, AZ 85043  
602-269-3581 • fax 602-269-8448

**Southwest Products Corp.**  
2760 Junipero Ave.  
Long Beach, CA 90806  
562-424-0913 • fax 562-989-1622

**Wilder Motor & Equipment Co.**  
301 15th Ave. North  
Nashville, TN 37203  
877-945-3371 • fax 615-320-7605

**Wilder Motor & Equipment Co.**  
4649 Astor Rd  
Louisville, KY 40218  
502-966-5141 • fax 502-968-7639

**Wisconsin Industrial Products**  
977 Koopman Ln.  
Elkhorn WI 53121  
800-285-5462 • fax 262-723-1335

## Canadian Distributors

**Marindustrial Enr.**  
8550, Delmeade • Montréal •  
Quebec Canada, H4T 1L7  
514-342-2748 • fax 514-342-6151

**Marindustrial Inc.**  
80 Harrisville Blvd, Unit A •  
Moncton, New Brunswick •  
Canada, E1H 3N4  
506-852-3332 • fax 506-857-8484

**Marindustrial Inc.**  
2320 Bristol Circle, Unit 8,  
Oakville Ontario •  
Canada, L6H 5S3  
905-820-4001 • fax 905-829-4046

**Midnight Sun Energy Ltd.**  
353 B. Old Airport Rd •  
Yellowknife, NW Territory •  
Canada, X1A 2P3  
867-873-8760 • fax 867-873-8768

**Renown Industries Ltd.**  
5608-94 A Street • Edmonton,  
Alberta Canada, T6E 3E4  
780-435-3447 • fax 780-436-6691

ROBMAP-BW-SMALL-COR