



# FALL / WINTER 2020-21 APPROVED BUYING PROGRAM

SUPPLIER INFO	SUPPLIER NAME	Atomic Alpine		
	SUPPLIER ADDRESS	2030 Lincoln Ave		
	CITY	Ogden	STATE	UT
			ZIP	84401
	WEBSITE LINK	<a href="http://www.atomic.com">www.atomic.com</a>	B2B SITE	sales.amersports.com
CATEGORY	ALPINE	SUB-CATEGORY	Skis, Boots, Bindings	
PRESEASON PROGRAM INFO	ORDER DEADLINE	February 28th, 2020		
	ORDER DISCOUNT	20%		
	EARLY ORDER DISCOUNT (WHEN APPLICABLE)		EARLY ORDER DEADLINE (WHEN APPLICABLE)	
	PAYMENT TERMS	1/11/21		
	FREIGHT	Free Freight Available on Qualifying Preseason Orders	FOB POINT	Austria
	START SHIP DATE	July First (see shipping details on attached form)		
	ANTICIPATION	1% per Month, Up to 3 Months Max		
ADDITIONAL PROGRAM DETAILS	Please use the space below to provide any specific program details that are not listed above. For example: special terms, "prebook by" dates, freight incentives, one-time PO allowance, multi-category support, growth incentives, etc. (include attachment, if preferred) Bullet points stand out to the buyers better			
	<p><b>Full Line Dealer</b> Order Skis, Boots, Bindings (\$1500 Minimum Each) to earn an additional 3% Discount. Discounts apply to all Alpine Products including all Alpine Hardgoods, Protectives, and Accessories. \$2500 Order in Ski Systems completes the requirement for Skis and Bindings. <b>Freight Offer</b> Attain 5% NET Preseason Order Growth over 2019 preseason order &amp; qualify as a Full Line Dealer to receive Free Freight on all alpine/protective preseason orders. <b>For Orders received on or before February 28, 2020:</b> Discounts apply to all Alpine Product, including Skis, Boots, Bindings, Poles, Helmets and Goggles but do not include SSL Focus Models. To qualify for Focus Models, SSL dealers need to include 2 non Focus models in any category (Ski, Boot, Binding) they are ordering.</p>			
REORDER	REORDER DISCOUNT	Reorder Discounts are same as earned preseason discount, excluding Focus Models		
	REORDER TERMS	Net 60		
	REORDER FREIGHT	FOB	FOB POINT	Ogden, UT
SSL REBATE DETAILS	Please use the space below to provide details on any rebate program and qualifications you are offering:			
	The SSL Rebate is based on the Group Performance for all tiers. The rebate is paid based on invoiced preseason and reorder purchases between June 1 and December 31, 2020 to accounts in good credit standing for all Atomic Winter Sports Equipment - Alpine, Nordic, and Protective. Rebate to be paid at WSM 2021. All orders shipped in this period count towards the rebate.			
SPECIAL OFFERS	Please use the space below to provide details on specific SSL Special Model Offers (include attachment, if preferred)			
	Please See Attached			
MARKETING	MARKETING ASSISTANCE	Please use the space below to detail any additional marketing support: Mark Down Funds, Co-op, Promoboxx, Locally, etc.		
	CONTACT PERSON	Sean Kennedy	EMAIL	<a href="mailto:sean.kennedy@atomic.com">sean.kennedy@atomic.com</a>
	DIGITAL CATALOG LINK			
CUSTOMER SERVICE	CS REP	Scarlette Vise		
	CS EMAIL	<a href="mailto:scarlette.vise@amersports.com">scarlette.vise@amersports.com</a>		
	CS DIRECT PHONE	801-624-7551		
	COMPANY MAIN PHONE	801-624-7500		
CREDIT MANAGER	SUPPLIER	Atomic		
	CONTACT	Paul Amante		
	EMAIL	<a href="mailto:paul.amante@amersports.com">paul.amante@amersports.com</a>		
	PHONE	801-624-7551		



**2020/2021 Preseason Sales Program  
ALPINE RETAIL  
SPORTS SPECIALISTS LIMITED**



**For Orders received on or before February 28, 2020:**

Discounts apply to all Alpine Product, including Skis, Boots, Bindings, Poles, Helmets and Goggles but do not include SSL Focus Models. To qualify for Focus Models, SSL dealers need to include 2 non Focus models in any category (Ski, Boot, Binding) they are ordering.

WHOLESALE ORDER	Discount	PAYMENT TERMS DUE
Preseason	20%	1/11/21
Reorder	same as preseason	net 60

FULL LINE DEALER
3%

**Full Line Dealer**

Order Skis, Boots, Bindings (\$1500 Minimum Each) to earn an additional 3% Discount. Discounts apply to all Alpine Products including all Alpine Hardgoods, Protectives, and Accessories. \$2500 Order in Ski Systems completes the requirement for Skis and Bindings.

Free Freight
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**FREIGHT**

Attain 5% NET Preseason Order Growth over 2019 preseason order & qualify as a Full Line Dealer to receive Free Freight on all alpine/protective preseason orders.

**Reorders**

Reorder Discounts are the same as earned preseason discount excluding Focus Models

**Orders received between March 1 - March 27, 2020:**

WHOLESALE ORDER	SSL DISCOUNT	PAYMENT TERMS DUE
Preseason	10%	1/11/21
Reorder	same as preseason	net 60

**SSL Rebate**

The SSL Rebate is based on the Group Performance for all tiers. The rebate is paid based on invoiced preseason and reorder purchases between June 1 and December 31, 2020 to accounts in good credit standing for all Atomic Winter Sports Equipment - Alpine, Nordic, and Protective. Rebate to be paid at WSM 2020. All orders shipped in this period count towards the rebate.

GROWTH VS. 2019	SSL ATOMIC WSE REBATE
10%	2%
15%	3%

**Anticipation**

An account will earn 1.0% (one percent) anticipation per month for early payment with a maximum of three (3) months. Maximum anticipation available is 3.0% (three percent) for payments received 90+ days early. Offer valid for non-credit card payments only. Offer not valid for retroactive claims.

**General Terms & Conditions**

Preseason discounts and terms expire March 27, 2020.  
Orders placed between March 28 - August 31, 2020: Payment terms due December 5 2020  
Orders placed after August 31, 2020: Payment terms net 60  
Payment terms on approved credit.  
All non-warranty returns are subject to a 15% re-stocking fee.  
Refer to Brand websites for specific warranty policies.  
Refer to 2020 WSE MAP Schedule and Etail & E-Commerce policy for specific commercial policies.

**Shipments**

Free freight reward expires February 28, 2020 and is not applicable on reorders.  
Preseason order changes and cancellations must be made 60 days prior to requested ship date.  
75% of preseason purchase orders must be accepted for delivery before November 1, 2020.  
Shipment discrepancies must be reported to Customer Service within 10 days of product arrival.  
Shipping, freight and delivery terms are set forth in the General Terms and Conditions of Sale.  
All orders will be shipped First In First Out.

2020 PS ORDER ENTRY DATE	EARLIEST PS ORDER DELIVERY DATE
Before Feb 1	July 1
Feb 1 - Feb 29	August 1
March 1 - March 15	August 15
March 16 - March 27	September 1
March 28 - April 27	October 1
April 28-May 27	November 1
After May 27	As Available

- Helmets, Goggles, Poles, Back Protection: Earliest Delivery Date August 1 2020
- Subject to Retail Intro Dates on New Models

Program Code: ALSSLBG



**2020/2021 GROUP SPECIALS  
SPORTS SPECIALISTS LTD**



FOCUS MODELS											
Article #	SKIS	Color	Gender	New/CO	MSRP	MAP	WSL	DISC	NET	MARG	
AA0028186+	N VANTAGE 90 TI Grey/Red	Grey/Red/	U	New	\$725.00	\$599.99	\$386.00	30%	\$270.20	55%	
AA0028402+	N VANTAGE WMN 90 TI Bl/Bl	Dark Blue/Light Blue/	F	New	\$725.00	\$599.99	\$386.00	30%	\$270.20	55%	
AASS02416+	VANTAGE 79 TI + F 12 GW Blue/Red	Blue/Red	U	New	\$725.00	\$599.99	\$386.00	30%	\$270.20	55%	
AASS02468+	VANTAGE WMN 75 C + M 10 GW Anthracite/Co	Anthracite/Coral	F	New	\$600.00	\$499.99	\$322.00	30%	\$225.40	55%	
AA0028202+	N BENT CHETLER 100 Green.	Green/	U	New	\$725.00	\$599.99	\$386.00	30%	\$270.20	55%	
AA0028404+	N VANTAGE WMN 97 C Grey/Mint.	Grey/Mint./	F	New	\$600.00	\$499.99	\$322.00	30%	\$225.40	55%	
AASS02454+	CLOUD 9 + M 10 GW Black	Black	F	New	\$725.00	\$599.99	\$386.00	30%	\$270.20	55%	
AA0028188+	VANTAGE 86 C Grey/Blue	grey / Blue	U	New	\$480.00	\$399.99	\$258.00	30%	\$180.60	55%	
AA0028406+	VANTAGE WMN 86 C Grey/Coral	Grey / Coral	F	new	\$480.00	\$399.99	\$258.00	30%	\$180.60	55%	
Article #	BOOTS	Color	Gender	New/CO	MSRP	MAP	WSL	DISC	NET	MARG	
AE5021940+	HAWX ULTRA 110 S Dark Blue/Red	Dark Blue/Red	U	New	\$600.00	\$499.99	\$322.00	30%	\$225.40	55%	
AE5022000+	HAWX ULTRA 95 S W White/Silver/Dark Blue	White/Silver/Dark Blue	F	New	\$480.00	\$399.99	\$258.00	30%	\$180.60	55%	
AE5022020+	HAWX ULTRA 95 S W Black/Anthracite/Mint	Black/Anthracite/Mint	F	New	\$480.00	\$399.99	\$258.00	30%	\$180.60	55%	
AE5022380+	HAWX PRIME 110 S Black/Anthracite	Black/Anthracite	U	New	\$600.00	\$499.99	\$322.00	30%	\$225.40	55%	
AE5022400+	HAWX PRIME 110 S Black/Orange	Black/Orange	U	New	\$600.00	\$499.99	\$322.00	30%	\$225.40	55%	
AE5022620+	HAWX PRIME 95 W Dark Blue/Denim Blue	Dark Blue/Denim Blue	F	New	\$480.00	\$399.99	\$258.00	30%	\$180.60	55%	
AE5022640+	HAWX PRIME 95 W White/Silver	White/Silver	F	New	\$480.00	\$399.99	\$258.00	30%	\$180.60	55%	
AE5022860+	HAWX MAGNA 100 Black/Anthracite/Red	Black/Anthracite/Red	U	New	\$480.00	\$399.99	\$258.00	30%	\$180.60	55%	
AE5022980+	HAWX MAGNA 95 S W Black/Anthracite/Coral	Black/Anthracite/Coral	F	New	\$480.00	\$399.99	\$258.00	30%	\$180.60	55%	
Article #	BINDINGS	Color	Gender	New/CO	MSRP	MAP	WSL	DISC	NET	MARG	
AD5002072+	N WARDEN 13 MNC Black/Gold	Black/Gold	U	New	\$325.00	\$269.99	\$174.00	30%	\$121.80	55%	
AD5002074+	N WARDEN 13 MNC Black/Red	Black/Red	U	New	\$325.00	\$269.99	\$174.00	30%	\$121.80	55%	
AD5002076+	N WARDEN 13 MNC Black/Orange	Black/Orange	U	New	\$325.00	\$269.99	\$174.00	30%	\$121.80	55%	
AD5002080+	N WARDEN 11 MNC Black/Gold	Black/Gold	U	New	\$240.00	\$199.99	\$129.00	30%	\$90.30	55%	
AD5002082+	N WARDEN 11 MNC Black/Red	Black/Red	U	New	\$240.00	\$199.99	\$129.00	30%	\$90.30	55%	
AD5002086+	N WARDEN 11 MNC White/Mint	White/Mint	U	New	\$240.00	\$199.99	\$129.00	30%	\$90.30	55%	
AD5001844+	N WARDEN 11 MNC White	White	U	C/O	\$240.00	\$199.99	\$129.00	30%	\$90.30	55%	
Article #	HELMETS	Color	Gender	New/CO	MSRP	MAP	WSL	DISC	NET	MARG	
AN5005870+	FOUR AMID PRO BLACK CB	Black	U	New	\$200.00	\$200.00	\$100.00	30%	\$70.00	65%	
AN5005872+	FOUR AMID PRO White	White	U	New	\$200.00	\$200.00	\$100.00	30%	\$70.00	65%	
AN5005874+	FOUR AMID PRO Grey	Grey	U	New	\$200.00	\$200.00	\$100.00	30%	\$70.00	65%	
AN5005876+	FOUR AMID PRO Mint Sorbet	Mint Sorbet	U	New	\$200.00	\$200.00	\$100.00	30%	\$70.00	65%	
AN5005878+	FOUR AMID PRO Dark Green	Dark Green	U	New	\$200.00	\$200.00	\$100.00	30%	\$70.00	65%	
AN5006012+	FOUR AMID PRO Dark Sand	Dark Sand	U	New	\$200.00	\$200.00	\$100.00	30%	\$70.00	65%	
Article #	GOGGLES	Color	Gender	New/CO	MSRP	MAP	WSL	DISC	NET	MARG	
AN5105958+	FOUR Q HD Black	Black	U	New	\$250.00	\$250.00	\$125.00	30%	\$87.50	65%	
AN5105960+	FOUR Q HD Grey	Grey	U	New	\$250.00	\$250.00	\$125.00	30%	\$87.50	65%	
AN5105962+	FOUR Q HD Red	Red	U	New	\$250.00	\$250.00	\$125.00	30%	\$87.50	65%	
AN5105964+	FOUR Q HD Mint	Mint Sorbet	U	New	\$250.00	\$250.00	\$125.00	30%	\$87.50	65%	
AN5106122+	FOUR Q HD Team/Space	Team Royal Blue/Space Chaos	U	New	\$250.00	\$250.00	\$125.00	30%	\$87.50	65%	
AN5106030+	COUNT S 360° HD Black	Black	U	New	\$210.00	\$210.00	\$105.00	30%	\$73.50	65%	
AN5106032+	COUNT S 360° HD White	White	U	New	\$210.00	\$210.00	\$105.00	30%	\$73.50	65%	
AN5106034+	COUNT S 360° HD Peach	Peach Sunshine	U	New	\$210.00	\$210.00	\$105.00	30%	\$73.50	65%	
AN5106036+	COUNT S 360° HD Mint	Mint Sorbet	U	New	\$210.00	\$210.00	\$105.00	30%	\$73.50	65%	

**Guidelines**

SSL Atomic Dealers who place preseason orders by February 28 and are in good standing qualify for the Focus Model Pricing and Program  
 To qualify for Focus Model Deals, SSL dealers need to include 2 non Focus models in any category (Ski, Boot, Binding) they are ordering.  
 Focus Model discounts are only available during the Preseason ordering session. Reorders will be invoiced at earned preseason discount (20-23%).  
 General terms, conditions and shipping on SSL Atomic Alpine program apply.



**ATOMIC**  
**2020/2021**  
**ALPINE PRO STOCKING**

**Order received on or before April 10, 2020:**

ORDER	VOLUME DISCOUNT	PAYMENT TERMS DUE
Preseason	25%	1/11/21
Reorder	same as preseason	net 60

**Pro Stocking Program**

This program applies to the models listed in the Pro Stocking Pricelist and is available to only Dealers who submit Atomic Alpine Retail orders. Pro Stocking order may not exceed 20% of the account's regular preseason order volume. Preseason discounts and terms expire April 10, 2020.

**Anticipation**

Anticipation  
 An account will earn 1.0% (one percent) anticipation per month for early payment with a maximum of three (3) months. Maximum anticipation available is 3.0% (three percent) for payments received 90+ days early. Offer valid for non-credit card payments only. Offer not valid for retroactive claims.

**General Terms & Conditions**

Orders placed between April 11 - August 31, 2020: Payment terms due December 5 2020  
 Orders placed after August 31, 2020: Payment terms net 60  
 Payment terms on approved credit.  
 All non-warranty returns are subject to a 15% re-stocking fee.  
 Refer to Brand websites for specific warranty policies.  
 Refer to 2020 WSE MAP

**Shipments**

Preseason order changes and cancellations must be made 60 days prior to requested ship date. 75% of preseason purchase orders must be accepted for delivery before November 1, 2020. Shipment discrepancies must be reported to Customer Service within 10 days of product arrival. Shipping, freight and delivery terms are set forth in the General Terms and Conditions of Sale. All orders will be shipped First In First Out. Refer to 2020 WSE MAP Schedule and Etail & E-Commerce policy for specific commercial policies.

2020 PS ORDER ENTRY DATE	EARLIEST PS ORDER DELIVERY DATE
Before Feb 1	July 1
Feb 1 - Feb 29	August 1
March 1 - March 15	August 15
March 16 - March 27	September 1
March 28 - April 27	October 1
April 28-May 27	November 1
After May 27	As Available

Program Code: ALPRO

1. Helmets, Goggles, Poles , Back Protection:  
Earliest Delivery Date August 1 2020
2. Subject to Retail Intro Dates on New Models



# ATOMIC

## 2020/2021 Preseason Sales Program

**Order received on or before April 10, 2020:**

WHOLESALE ORDER TOTAL	VOLUME DISCOUNT	PAYMENT TERMS DUE
<b>\$1,000 - \$3,500</b>	10%	1/11/21
<b>\$3,501 - \$10,000</b>	20%	1/11/21
<b>\$10,001+</b>	25%	1/11/21
<b>Reorder</b>	same as preseason	net 60

### **Alpine Junior Lease Program**

This program applies to the models listed in the Junior Rental/Lease Pricelist, and is available to only Dealers who submit Atomic Alpine Retail orders.

### **Anticipation**

An account will earn 1.0% (one percent) anticipation per month for early payment with a maximum of three (3) months.  
 Maximum anticipation available is 3.0% (three percent) for payments received 90+ days early.  
 Offer valid for non-credit card payments only. Offer not valid for retroactive claims.

### **General Terms & Conditions**

Preseason discounts and terms expire April 10, 2020.  
 Orders placed between April 11 - August 31, 2020: Payment terms due 12/5/20  
 Orders placed after August 31, 2020: Payment terms net 60  
 Payment terms on approved credit.  
 All non-warranty returns are subject to a 15% re-stocking fee.  
 Refer to Brand websites for specific warranty policies.

### **Shipments**

Preseason order changes and cancellations must be made 60 days prior to requested ship date.  
 75% of preseason purchase orders must be accepted for delivery before November 1, 2020.  
 Shipment discrepancies must be reported to Customer Service within 10 days of product arrival.  
 Shipping, freight and delivery terms are set forth in the General Terms and Conditions of Sale.  
 All orders will be shipped First In First Out.

2020 PS ORDER ENTRY DATE	EARLIEST PS ORDER DELIVERY DATE
Feb 1 - Feb 29	August 1
March 1 - March 27	September 1
March 28 - April 27	October 1
April 28-May 27	November 1
After May 27	As Available

Program Code: ALJLEASE