



MailSmart™

Proven, Targeted Direct Mail for Dealers



Put Your Message in the hands of Buyers!

How do you reach your customers? Local papers are, well yesterday's newspaper . . .

Precision-targeted MailSmart postcards are proven (documented in Power Equipment Trade and Powersports Business magazines) to catch your customers' interest

When it comes to spending your marketing dollars effectively, you need a partner like ARI who:

- Has worked specifically with **Outdoor Power and Power Sports dealers** for more than 20 years.
- Understands what drives retail/service traffic through our **experience working with dealers across the U.S.**
- Offers custom designed postcards that **highlight YOUR products/events and YOUR dealership.**
- Produces oversized 6"x11", two-sided, full color cards that are **41% larger than the standard cards** others use.
- **Handles the entire marketing campaign process for you** – from list rental to copy writing to design to printing to mailing – in 20 days or less!

ARI MailSmart will put more people in your store and give you the opportunity to sell more, period.

Here's just a few of the many ways you can use MailSmart to promote your dealership:

- Pre-Season Sales and Service
- End of Season Sales and Service
- Grand Opening
- Customer Appreciation
- Open House
- New Models
- Factory Promotions
- New Website
- And more . . .



JOIN US TO CELEBRATE HARLEY'S 105TH!
SATURDAY, AUGUST 23, 2008 | 8:00 AM - 3:00 PM
FOOD | FUN | SPECIALS STOREWIDE

 **IT'S TIME.**
THE 105TH ANNIVERSARY CELEBRATION





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AL MUTH HARLEY-DAVIDSON
N6630 COUNTY ROAD A | BLACK RIVER FALLS, WI 54615 | (715) 284-4725
www.almuth-harleydavidson.com
Hours: Mon & Fri 8:30 am - 8:00 pm | Tues, Wed, Thurs 8:30 am - 6:00 pm | Sat 8:30 am - 3:00 pm





STOP ON THE 6TH ANNUAL NEW MATSON MEMORIAL RIDE

(The ride at Al Muth's Memorial Ride includes a poker run, door prizes, and drawing for an XL1200C Anniversary Model Sportster and more!)

Breakfast served from 8:00am - 11:00 am

2nd Generation Flaming Boardwalk Stunt - 2:00 pm 
Mark Muth's Tribute to Al Muth

and Entertainment | Specials Storewide
Food and Refreshments

Door Prizes:
- 105th Anniversary VIP Ticket Package to the big event*
* see dealer for details

Plus, you can complement any MailSmart mailing with an 11x17 poster!





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ARI's MailSmart helps us compete with the mass merchants. How? By providing us with a tool that helps us be the most efficient, lean operation that we can be.

Frank Fletcher, Fletcher's Sales and Service, Greensburg, PA

TO ORDER, CALL 1.800.755.6040 TODAY!