



# DEALER BULLETIN

**SUBJECT: PACCAR DEALER GLOBAL SUPPLY BASE SURCHARGE**

**DB # 21-31  
DATE: 4-29-21**

Peterbilt is experiencing unprecedented cost increases resulting from global supply shortages. Global supply has been impacted by the pandemic, increased global demand for electronic chips and the scarcity of raw material.

The global supply shortage has significantly impacted commercial vehicles, automotive, consumer electronics, and a variety of other industries.

Cost increases are attributed to the following:

- Direct steel and aluminum surcharges
- Global supply base surcharges (electronic chips, raw materials, labor and expediting)
- Internal costs (expediting of parts, additional labor)

Peterbilt and PACCAR continue to absorb the majority of the costs incurred and forecasted for the foreseeable future.

Peterbilt will be implementing a Class 8 surcharge of \$750 and a Medium Duty surcharge of \$500 to all customer backlog units scheduled for build beginning May 3, 2021. Please note that this surcharge will not be added to customer backlog units where a previous 2021 Delivery surcharge has already been applied. All announced surcharges represents approximately 25% of the cost increases forecasted.

Additionally all HD or MD Marketing Program orders in the backlog scheduled for June 1<sup>st</sup> or later, that are not assigned to a customer name, will receive this new global supply shortage surcharge. This will be on top of the existing 2021 Delivery Surcharge for these Marketing Program orders. Marketing Program orders with a Natural Gas Engine will not get the global supply shortage surcharge.

The fee applied will be based on vehicle model, other than Natural Gas.

- 579, 567, 389, 520, 367, & 365 will get the Heavy Duty fee.
- 548, 348, 537, 337, 536, 330, 535, 325, & 220 will get the Medium Duty fee.

Starting on Monday May 3<sup>rd</sup> all ordered Class 8 units for 2021 build will receive \$1,750 HD Surcharge.

It is the discretion of the dealer to determine what portion of this surcharge will be absorbed versus passed along to the customer.

Thank you for your continued support of Peterbilt.

Robert Woodall  
Assistant General Manager – Sales & Marketing



# DEALER BULLETIN

**SUBJECT: PACCAR MATERIALS SURCHARGE**

**DB # 21-45  
DATE: 7-28-21**

Peterbilt is continuing to experience unprecedented cost increases resulting from global supply shortages. Global supply has been impacted by the pandemic, increased global demand for electronic chips and the scarcity of raw material.

Peterbilt will be implementing an additional **Class 8 surcharge of \$1,500 and a Medium Duty surcharge of \$1,000** to all 2021 backlog units that will invoice beginning August 16<sup>th</sup>, 2021 to the end of the year.

- 579, 567, 389, 520, 367, & 365 will get the Heavy-Duty fee.
- 548, 348, 537, 337, 536, 330, 535, 325, & 220 will get the Medium Duty fee.

Customers have several options to address this Materials Surcharge:

For trucks built/offline or scheduled through 9/10/2021

- 1) Keep Truck and Pay Surcharge
- 2) Cancel Truck at No Charge – Must Notify Peterbilt by August 6<sup>th</sup>
- 3) Trucks that are offline or firm scheduled will be produced

For trucks scheduled September 13<sup>th</sup> or Later

- 1) Keep Truck in 2021 & Pay Surcharge (Subject to Available Slots)
- 2) Move Truck in 2021 to 2022 & Pay Surcharge (Scheduled no Later than February)
- 3) Cancel Truck at No Charge – Must Notify Peterbilt by August 13<sup>th</sup>

Thank you for your continued support of Peterbilt.

Robert Woodall  
Assistant General Manager – Sales & Marketing



# DEALER BULLETIN

**SUBJECT: MARKETING PROGRAM ORDERS SURCHARGE**

**DB # 22-13R**

**DATE: 3-4-22**

The Transportation industry continues to be challenged by unprecedented and escalating economic conditions. This prolonged environment has resulted in cost increases that have far exceeded original expectations. These raw material and component cost increases are driven by, but not limited to, excessive price increases for microchip processors, steel, aluminum, oil, resins, and rubber. Factors further contributing to cost increases include the impact of industry wide labor shortages, inbound freight surcharges, the expediting of components to keep the factory running, and the highest production inflation in nearly 40 years.

Recognizing the impact to our dealers and customers, Peterbilt and PACCAR have worked to mitigate these increases while continuing to maintain factory production and customer deliveries to meet unprecedented levels of demand. However, because of this continued volatile and inflationary environment, it is necessary for Peterbilt to implement a pricing surcharge on 2023 MY trucks.

#### **Marketing Program Orders**

- All Second Quarter Marketing Program trucks will Invoice at Second Half Pricing
- All Second Half Heavy Duty Marketing Program trucks pricing surcharge \$3,000
- All Second Half Medium Duty Marketing Program trucks pricing surcharge \$2,000

#### **Timing**

- Surcharge will be applied to chassis not offline as of Close of Business 3/31/22
- Offline trucks as of 3/31/22 not subject to surcharge

#### **Other**

- Surcharge will be rolled into "Total Surcharge/Options Not Subject to Discount" line on invoice.
- Peterbilt Dealers are responsible for notifying customers of the surcharge immediately.
- HD and MD trucks may be cancelled at no charge by March 14<sup>th</sup>, 2022.
  - Cancelled trucks that are firm sequenced will be built as specified and placed in the offline for future sale. Pricing is subject to change depending on the new customer.
  - Cancelled trucks that are tentatively scheduled will be moved out in the schedule for specification and pricing changes, and re-scheduled based on constraints.
- Standard cancellation policy rules will apply starting March 15<sup>th</sup>, 2022.

These are unprecedented times to navigate. Peterbilt respects and honors the partnerships that have been built with both dealers and customers. Together we will manage through these challenges.

Robert Woodall  
Assistant General Manager – Sales & Marketing



# DEALER BULLETIN

**SUBJECT: CUSTOMER ORDERS SURCHARGE**

**DB # 22-12  
DATE: 3-4-22**

The Transportation industry continues to be challenged by unprecedented and escalating economic conditions. This prolonged environment has resulted in cost increases that have far exceeded original expectations. These raw material and component cost increases are driven by, but not limited to, excessive price increases for microchip processors, steel, aluminum, oil, resins, and rubber. Factors further contributing to cost increases include the impact of industry wide labor shortages, inbound freight surcharges, the expediting of components to keep the factory running, and the highest production inflation in nearly 40 years.

Recognizing the impact to our dealers and customers, Peterbilt and PACCAR have worked to mitigate these increases while continuing to maintain factory production and customer deliveries to meet unprecedented levels of demand. However, because of this continued volatile and inflationary environment, it is necessary for Peterbilt to implement a pricing surcharge on 2023 MY trucks.

#### Customer Orders

- \$5,000 Heavy Duty pricing surcharge
- \$3,500 Medium Duty pricing surcharge

#### Timing

- Surcharge will be applied to chassis not offline as of Close of Business 3/31/22
- Offline trucks as of 3/31/22 not subject to surcharge

#### Other

- Surcharge will be rolled into "Total Surcharge/Options Not Subject to Discount" line on invoice.
- Peterbilt Dealers are responsible for notifying customers of the surcharge immediately.
- HD and MD trucks may be cancelled at no charge by March 14<sup>th</sup>, 2022.
  - Cancelled trucks that are firm sequenced will be built as specified and placed in the offline for future sale. Pricing is subject to change depending on the new customer.
  - Cancelled trucks that are tentatively scheduled will be moved out in the schedule for specification and pricing changes, and re-scheduled based on constraints.
- Standard cancellation policy rules will apply starting March 15<sup>th</sup>, 2022.

These are unprecedented times to navigate. Peterbilt respects and honors the partnerships that have been built with both dealers and customers. Together we will manage through these challenges.

Robert Woodall  
Assistant General Manager – Sales & Marketing



# DEALER BULLETIN

**SUBJECT: 2023 MARKETING PROGRAMS, PROMOTIONS, SERVICE, & TECHNOLOGY CONTRIBUTION**

**DB # 22-37  
DATE: 8-8-22**

Marketing and promotions continue to be an essential part of Peterbilt's efforts to elevate and strengthen the Peterbilt brand. These initiatives help maintain the premium price and exceptional value of our products, which ultimately drives business to Peterbilt dealers and contributes to the success of the Peterbilt dealer network.

Marketing fees support Peterbilt's 2023 marketing programs and promotions, which are created for the mutual benefit of the dealer network and Peterbilt, including:

- Red Oval Certified Used Truck Program
- New Product Introductions
- Promotional/Collateral Materials & Videos
- National Brand Advertising Campaigns
- SmartLINQ and Rapid Check
- The Peterbilt Experience
- Digital Marketing Efforts (Website; Facebook; Twitter)
- Dealer Meetings
- Industry/Regional Trade Shows
- PACCAR Powertrain Marketing
- Customer and VIP Events
- Direct Customer Promotions
- First Class Magazine
- Competitive Sales Brochures
- New Sales Tool Development
- Technology

Effective with chassis invoiced January 1, 2023 or later, the following marketing fee increases will take effect:

Heavy Duty	\$1,095
Medium Duty	\$770

Price protection applies to orders in the backlog invoicing prior to January 1, 2023.

The fee will continue to be based on vehicle GVW.

Thank you for your continued support of Peterbilt products and programs.

Robert Woodall  
Assistant General Manager – Sales & Marketing



# MARKETING PROGRAM

**SUBJECT: 1<sup>st</sup> Half 2022 MODEL 520 STOCKING PROGRAM**

**MP # 22-10R  
DATE: 11-15-21**

Peterbilt is pleased to announce the following special incentives. These incentives support the purchase of Class 8 Model 520 stock and customer orders for first half 2022 build. Orders must be received by December 10, 2021.



**Sales Allowance:**

***(Use Promo Code 1333)***

<b>Model:</b>	<b>520</b>
<b>Allowance:</b>	<b>30.10%</b>

**Order/Delivery Window:**

- Build orders must be received by **December 10, 2021**, or before the slots are full, whichever comes first, with an ASAP first half 2022 requested delivery date.

**Other Requirements:**

- Sales Allowance Discounts valid for first half of 2022 orders only and all Marketing Program orders to be scheduled in first half 2022 will be moved to this program.
- 4/1/2021 Price Level applies.
- Electric Vehicles are excluded from Marketing Programs and should be submitted with a CAR.
- This program may not be used for export sales.
- This program may NOT be combined with a CAR.
- Orders are accepted subject to credit approval.
- Units may not be placed on dealer hold or moved in the schedule beyond the delivery window requirements.
- This program may be cancelled or superseded at any time.
- Peterbilt reserves the right to cancel program once slots are filled.
- Cancellation policy outlined in DB 21-14 applies to orders on this program.
- Program orders received and scheduled beyond first half of 2022 will be re-priced to program in effect at the time of invoice.
- Peterbilt reserves the right, in its sole discretion, to determine whether chassis sales qualify for the promotion and administer exceptions.

Wesley Slavin  
Director of Sales Operations



# MARKETING PROGRAM

**SUBJECT: 1<sup>st</sup> HALF 2022 HEAVY DUTY STOCKING PROGRAM**

**MP # 22-08R  
DATE: 11-15-21**

Peterbilt is pleased to announce the following special incentives. These incentives support the purchase of both On-Highway and Vocational models 579, 567, 389, 367, and 365 Class 8 stock and customer orders for the first half of 2022 build. Orders must be received by December 10, 2021.



**Sales Allowances:**

**Day Cab Units: (use Promo Code 1329)**

<b>Model:</b>	<b>579</b>	<b>567</b>	<b>389</b>	<b>367</b>	<b>365</b>
<b>Allowance:</b>	<b>29.89%</b>	<b>29.57%</b>	<b>31.13%</b>	<b>29.65%</b>	<b>26.26%</b>

**Sleeper Units: (use Promo Code 1330)**

<b>Model:</b>	<b>UL</b>	<b>579</b>	<b>567</b>	<b>389</b>	<b>367</b>	<b>365</b>
<b>Allowance:</b>	<b>35.58%</b>	<b>31.34%</b>	<b>30.95%</b>	<b>31.76%</b>	<b>30.30%</b>	<b>25.52%</b>

**Order/Delivery Window:**

- Build orders must be received by **December 10, 2021**, or before the slots are full, whichever comes first, with an ASAP first half 2022 requested delivery date.

**Other Requirements:**

- Sales Allowance Discounts valid for first half of 2022 orders only and all Marketing Program orders to be scheduled in first half 2022 will be moved to this program.
- 4/1/2021 Price Level applies.
- PacLease orders are not eligible for this program.
- Electric Vehicles are excluded from Marketing Programs and should be submitted with a CAR.
- This program may not be used for export sales.
- This program may NOT be combined with a CAR.
- Orders are accepted subject to credit approval.
- Units may not be placed on dealer hold or moved in the schedule beyond the delivery window requirements.



# MARKETING PROGRAM

**SUBJECT: 1<sup>st</sup> HALF 2022 NEW MEDIUM DUTY STOCKING PROGRAM**

**MP # 22-06R  
DATE: 11-15-21**

Peterbilt is pleased to announce the following special incentives. These incentives support the purchase of New Medium Duty 548, 537, 536, and 535 stock and customer orders for the first half of 2022 build.

Take advantage of this great offer before it ends!



**Sales Allowances:**

**Day Cab Units: (use Promo Code 1327)**

<b>Model:</b>	<b>535-AH (Aero)</b>	<b>536-AH (Aero)</b>	<b>536-VH (Voc)</b>	<b>537-AH (Aero)</b>	<b>537-VH (Voc)</b>	<b>548-AH (Aero)</b>	<b>548-VH (Voc)</b>
<b>Allowance:</b>	<b>16.81%</b>	<b>16.99%</b>	<b>14.94%</b>	<b>18.64%</b>	<b>16.98%</b>	<b>19.77%</b>	<b>18.11%</b>

**Order/Delivery Window:**

- Build orders must be received by **December 10, 2021**, or before the slots are full, whichever comes first, with an ASAP requested delivery date.

**Other Requirements:**

- Sales Allowance Discounts valid for first half 2022 orders only and all Marketing Program orders to be scheduled in first half 2022 will be moved to this program.
- 4/1/2021 Price Level applies.
- PacLease orders are not eligible for this program.
- Electric Vehicles are excluded from Marketing Programs and should be submitted with a CAR.
- This program may not be used for export sales.
- This program may NOT be combined with a CAR.
- Orders are accepted subject to credit approval.
- Units may not be placed on dealer hold or moved in the schedule beyond the delivery window requirements.
- This program may be cancelled or superseded at any time.
- Peterbilt reserves the right to cancel program once slots are filled.
- Cancellation policy outlined in DB 21-14 applies to orders on this program.
- Program orders received beyond first half of 2022, will be re-priced to program in effect at the time of invoice.
- Peterbilt reserves the right, in its sole discretion, to determine whether chassis sales qualify for the promotion and administer exceptions.

Wesley Slavin  
Director of Sales Operations



# MARKETING PROGRAM

**SUBJECT: 2nd HALF 2022 HEAVY DUTY STOCKING PROGRAM**

**MP # 22-20  
DATE: 1-26-22**

Peterbilt is pleased to announce the following special incentives. These incentives support the purchase of both On-Highway and Vocational models 579, 567, 389, 367, and 365 Class 8 stock and customer orders for the second half of 2022 build. Orders must be received by March 31, 2022.



### Sales Allowances:

#### Day Cab Units: (use Promo Code 1346)

<b>Model:</b>	<b>579</b>	<b>567</b>	<b>389</b>	<b>367</b>	<b>365</b>
<b>Allowance:</b>	<b>29.20%</b>	<b>28.92%</b>	<b>30.46%</b>	<b>28.86%</b>	<b>25.69%</b>

#### Sleeper Units: (use Promo Code 1347)

<b>Model:</b>	<b>UL</b>	<b>579</b>	<b>567</b>	<b>389</b>	<b>367</b>	<b>365</b>
<b>Allowance:</b>	<b>34.79%</b>	<b>30.57%</b>	<b>30.04%</b>	<b>30.97%</b>	<b>29.57%</b>	<b>24.44%</b>

### Order/Delivery Window:

- Build orders must be received by **March 31, 2022**, or before the slots are full, whichever comes first, with an ASAP second half 2022 requested delivery date.

### Other Requirements:

- Sales Allowance Discounts valid for second half of 2022 orders only and all Marketing Program orders to be scheduled in second half 2022 will be moved to this program.
- 1/1/2022 Price Level applies.
- PacLease orders are not eligible for this program.
- Electric Vehicles are excluded from Marketing Programs and should be submitted with a CAR.
- This program may not be used for export sales.
- This program may NOT be combined with a CAR.
- Orders are accepted subject to credit approval.
- Units may not be placed on dealer hold or moved in the schedule beyond the delivery window requirements.
- This program may be cancelled or superseded at any time.



# MARKETING PROGRAM

**SUBJECT: 2<sup>nd</sup> HALF 2022 MODEL 520 STOCKING PROGRAM**

**MP # 22-22  
DATE: 2-1-22**

Peterbilt is pleased to announce the following special incentives. These incentives support the purchase of Class 8 Model 520 stock and customer orders for second half 2022 build. Orders must be received by March 31, 2022.



**Sales Allowance:**

***(Use Promo Code 1349)***

<b>Model:</b>	<b>520</b>
<b>Allowance:</b>	<b>29.36%</b>

**Order/Delivery Window:**

- Build orders must be received by **March 31, 2022**, or before the slots are full, whichever comes first, with an ASAP second half 2022 requested delivery date.

**Other Requirements:**

- Sales Allowance Discounts valid for second half of 2022 orders only and all Marketing Program orders to be scheduled in second half 2022 will be moved to this program.
- 1/1/2022 Price Level applies.
- Electric Vehicles are excluded from Marketing Programs and should be submitted with a CAR.
- This program may not be used for export sales.
- This program may NOT be combined with a CAR.
- Orders are accepted subject to credit approval.
- Units may not be placed on dealer hold or moved in the schedule beyond the delivery window requirements.
- This program may be cancelled or superseded at any time.
- Peterbilt reserves the right to cancel program once slots are filled.
- Cancellation policy outlined in DB 21-14 applies to orders on this program.
- Program orders received and scheduled beyond second half of 2022 will be re-priced to program in effect at the time of invoice.
- Peterbilt reserves the right, in its sole discretion, to determine whether chassis sales qualify for the promotion and administer exceptions.

Wesley Slavin  
Director of Sales Operations



# DEALER BULLETIN

**SUBJECT: JANUARY 1, 2023 PRICE LEVEL**

**DB # 22-40  
DATE: 8-8-2022**

Effective with units invoiced on or after January 1, 2023, a new price level will take effect. The new price level will be available in SmartSpec on August 8, 2022.

Effective August 22, 2022, all new CARS for units delivered after January 1, 2023 must be submitted at the January 1, 2023 price level while open CARS at the January 1, 2022 price level will expire 15 days from the approval date.

January 1, 2023 base model prices are listed below:

<u>Model</u>	<u>January 1, 2023 List Price</u>	<u>Model</u>	<u>January 1, 2023 List Price</u>
389	\$ 209,300	548	\$ 118,554
579	\$ 213,784	537	\$ 103,943
567	\$ 202,862	536	\$ 102,158
367	\$ 209,086	535	\$ 99,051
365	\$ 194,999	220	\$ 100,794
520	\$ 220,522		

Per standard policy, units currently in the backlog must be produced within the CAR or program requirements. Any unit produced outside of the CAR or program requirements will be subject to repricing. This includes Marketing Program units in the schedule beyond the published delivery date parameters.

Please contact your Region or District Sales Manager if you have any questions.

Robert Woodall  
Assistant General Manager – Sales & Marketing



# MARKETING PROGRAM

**SUBJECT: 1ST HALF 2023 HEAVY DUTY STOCKING PROGRAM**

**MP # 22-30  
DATE: 8-8-22**

Peterbilt is pleased to announce the following special incentives. These incentives support the purchase of both On-Highway and Vocational models 579, 567, 520, 389, 367, and 365 Class 8 stock and customer orders for the first half of 2023 build. Orders must be received by **December 31, 2022**.



### Sales Allowances:

#### Day Cab Units: (use Promo Code 1360)

<b>Model:</b>	<b>579</b>	<b>567</b>	<b>389</b>	<b>367</b>	<b>365</b>	<b>520</b>
<b>Allowance:</b>	<b>18.40%</b>	<b>21.61%</b>	<b>17.61%</b>	<b>22.79%</b>	<b>17.07%</b>	<b>19.73%</b>

#### Sleeper Units: (use Promo Code 1361)

<b>Model:</b>	<b>UL</b>	<b>579</b>	<b>567</b>	<b>389</b>	<b>367</b>	<b>365</b>
<b>Allowance:</b>	<b>26.25%</b>	<b>22.24%</b>	<b>22.78%</b>	<b>19.71%</b>	<b>24.23%</b>	<b>24.22%</b>

### Order/Delivery Window:

- Build orders must be received by **December 31, 2022**, or before the slots are full, whichever comes first, with an ASAP first half 2023 requested delivery date.

### Other Requirements:

- Sales Allowance Discounts valid for first half of 2023 orders only and all Marketing Program orders to be scheduled in first half 2023 will be moved to this program.
- 1/1/2023 Price Level applies.
- PacLease orders are not eligible for this program.
- Electric Vehicles are excluded from Marketing Programs and should be submitted with a CAR.
- This program may not be used for export sales.
- This program may NOT be combined with a CAR.
- Orders are accepted subject to credit approval.
- Units may not be placed on dealer hold or moved in the schedule beyond the delivery window requirements.
- This program may be cancelled or superseded at any time.



# MARKETING PROGRAM

**SUBJECT: 1st HALF 2023 MEDIUM DUTY STOCKING PROGRAM**

**MP # 22-31  
DATE: 8-18-22**

Peterbilt is pleased to announce the following special incentives. These incentives support the purchase of New Medium Duty 548, 537, 536, 535 and Model 220 stock and customer orders for the **first half of 2023 build**.

Take advantage of this great offer before it ends!



**Sales Allowances:**

**Day Cab Units: (use Promo Code 1362)**

<b>Model:</b>	<b>220</b>	<b>535-AH (Aero)</b>	<b>536-AH (Aero)</b>	<b>536-VH (Voc)</b>	<b>537-AH (Aero)</b>	<b>537-VH (Voc)</b>	<b>548-AH (Aero)</b>	<b>548-VH (Voc)</b>
<b>Allowance:</b>	<b>2.97%</b>	<b>7.03%</b>	<b>8.95%</b>	<b>7.79%</b>	<b>11.34%</b>	<b>11.27%</b>	<b>13.96%</b>	<b>12.74%</b>

**Order/Delivery Window:**

- Build orders must be received by **December 31, 2022**, or before the slots are full, whichever comes first, with an ASAP requested delivery date.

**Other Requirements:**

- Sales Allowance Discounts valid for first half 2023 orders only and all Marketing Program orders to be scheduled in first half 2023 will be moved to this program.
- 1/1/2023 Price Level applies.
- PacLease orders are not eligible for this program.
- Electric Vehicles are excluded from Marketing Programs and should be submitted with a CAR.
- This program may not be used for export sales.
- This program may NOT be combined with a CAR.
- Orders are accepted subject to credit approval.
- Units may not be placed on dealer hold or moved in the schedule beyond the delivery window requirements.
- This program may be cancelled or superseded at any time.
- Peterbilt reserves the right to cancel program once slots are filled.
- Cancellation policy outlined in DB 22-34 applies to orders on this program.
- Program orders received beyond first half of 2023, will be re-priced to program in effect at the time of invoice.
- Peterbilt reserves the right, in its sole discretion, to determine whether chassis sales qualify for the promotion and administer exceptions.

Wesley Slavin  
Director of Sales Operations



# MARKETING PROGRAM

**SUBJECT: 2nd HALF 2023 HEAVY DUTY STOCKING PROGRAM**

**MP # 23-02  
DATE: 2-27-23**

Peterbilt is pleased to announce the following special incentives. These incentives support the purchase of both On-Highway and Vocational models 579, 567, 520, 389, 367, and 365 Class 8 stock and customer orders for the second half of 2023 build. Orders must be received by July 3, 2023.



### Sales Allowances:

#### Day Cab Units: (use Promo Code 1367)

<b>Model:</b>	<b>579</b>	<b>567</b>	<b>389</b>	<b>367</b>	<b>365</b>	<b>520</b>
<b>Allowance:</b>	<b>17.31%</b>	<b>20.63%</b>	<b>17.61%</b>	<b>21.89%</b>	<b>16.00%</b>	<b>18.78%</b>

#### Sleeper Units: (use Promo Code 1368)

<b>Model:</b>	<b>UL</b>	<b>579</b>	<b>567</b>	<b>389</b>	<b>367</b>	<b>365</b>
<b>Allowance:</b>	<b>25.34%</b>	<b>21.30%</b>	<b>21.89%</b>	<b>19.72%</b>	<b>23.40%</b>	<b>23.12%</b>

### Order/Delivery Window:

- Build orders must be received by July 3, 2023, or before the slots are full, whichever comes first, with an ASAP second half 2023 requested delivery date.

### Other Requirements:

- Sales Allowance Discounts valid for second half of 2023 orders only and all Marketing Program orders to be scheduled in second half 2023 will be moved to this program.
- 1/1/2023 Price Level applies.
- PacLease orders are not eligible for this program.
- Electric Vehicles are excluded from Marketing Programs and should be submitted with a CAR.
- This program may not be used for export sales.
- This program may NOT be combined with a CAR.
- Orders are accepted subject to credit approval.
- Units may not be placed on dealer hold or moved in the schedule beyond the delivery window requirements.
- This program may be cancelled or superseded at any time.



# MARKETING PROGRAM

**SUBJECT: 2ND HALF 2023 MEDIUM DUTY STOCKING PROGRAM**

**MP # 23-03  
DATE: 02-27-23**

Peterbilt is pleased to announce the following special incentives. These incentives support the purchase of New Medium Duty 548, 537, 536, 535 and Model 220 stock and customer orders for the second half of 2023 build.

Take advantage of this great offer before it ends!



**Sales Allowances:**

***Day Cab Units: (use Promo Code 1369)***

<b>Model:</b>	<b>220</b>	<b>535-AH (Aero)</b>	<b>536-AH (Aero)</b>	<b>536-VH (Voc)</b>	<b>537-AH (Aero)</b>	<b>537-VH (Voc)</b>	<b>548-AH (Aero)</b>	<b>548-VH (Voc)</b>
<b>Allowance:</b>	<b>1.94%</b>	<b>5.88%</b>	<b>7.94%</b>	<b>6.92%</b>	<b>10.44%</b>	<b>10.31%</b>	<b>13.21%</b>	<b>12.06%</b>

**Order/Delivery Window:**

- Build orders must be received by **July 3, 2023**, or before the slots are full, whichever comes first, with an ASAP second half 2023 requested delivery date.

**Other Requirements:**

- Sales Allowance Discounts valid for second half 2023 orders only and all Marketing Program orders to be scheduled in second half 2023 will be moved to this program.
- 1/1/2023 Price Level applies.
- PacLease orders are not eligible for this program.
- Electric Vehicles are excluded from Marketing Programs and should be submitted with a CAR.
- This program may not be used for export sales.
- This program may NOT be combined with a CAR.
- Orders are accepted subject to credit approval.
- Units may not be placed on dealer hold or moved in the schedule beyond the delivery window requirements.
- This program may be cancelled or superseded at any time.
- Peterbilt reserves the right to cancel program once slots are filled.
- Cancellation policy outlined in DB 22-34 applies to orders on this program.
- Program orders received beyond second half of 2023, will be re-priced to program in effect at the time of invoice.
- Peterbilt reserves the right, in its sole discretion, to determine whether chassis sales qualify for the promotion and administer exceptions.

Wesley Slavin  
Director of Sales Operations