



**APRIL 1, 2021**

**DEALER PROMISE**

Our dealers are our most important partners. They are the windows through which our customers see Art's Way. When our dealer partners are successful, we're successful. Art's Way is recommitting to building a strong partnership that fosters success and growth for both Art's Way and our dealer partners.

**Our promise:**

To innovate, manufacture, deliver and stand behind the highest quality products and parts.

To promote a memorable Art's Way brand that attracts customers and makes selling easier.

To equip our dealer partners with tools and training that prepares them to successfully sell and support Art's Way products.

To work together to communicate the value of Art's Way products for the financial benefit of both Art's Way and our dealer partners.

To listen intently, respond quickly and communicate clearly to resolve any challenges.

To continually improve with our dealer partners and work to grow our businesses together.

To strive to be the best OEM partner in the industry.

To collaborate with our dealer partners to meet the needs of customers.

Because when Art's Way and its dealers work together, **that's how work gets done.**



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