

Warranty Policy
and
Procedures

A large, stylized graphic element consisting of three parallel, rounded rectangular shapes that curve to the right, creating a sense of motion or a stylized 'S' shape. The innermost shape is solid black, while the two outer shapes are defined by black outlines.

Spirit
OUTBOARDS

Introduction

This warranty policy and procedures section is intended to provide you, our dealer, with information to aid in the prompt and satisfactory administration of warranty. The primary objectives of our warranty programs are to promote and maintain customer satisfaction with our products and to assist you by providing programs which foster better product service and sound business practices in all product service activities.

As an authorized Spirit Outboard dealer you are part of a large field service team and a member of the "Spirit Family". You have the important responsibility to provide warranty service on all Spirit Outboards as indicated in the warranty policy. To gain a new customer, we will often spend a good deal of money advertising and providing sales incentives. It is even more important to keep those hard-earned customers because a satisfied customer will be back to buy again and he will boast about your products and service to his friends.

Read this section carefully and review the total warranty policy and procedures with your staff. Keep in mind that prompt and satisfactory performance of warranty services can bring additional benefits for your dealership. Be certain that you and your employees put as much effort into maintaining an excellent image with your customer as you put forth initially in selling him. The reward will be additional sales and profit dollars for your dealership.

Arctic Enterprises, Inc. provides a complete warranty program on our Spirit Outboards, which includes parts and labor to repair or replace items defective in manufacture. If an item in this policy and procedures section is not clear to you, please contact your service manager to obtain a clarification.

Owner-Dealer Relations

It is a big moment for your customer and for your dealership, when your customer takes possession of his new Spirit Outboard. In addition, the event marks the beginning of the dealer's continuing sales relationship with your customer.

Everything you do following delivery, particularly during the early months of ownership, should be directed toward earning the loyalty of the customer, selling him continually on the product and on your dealership.

Here is a delivery procedure that will create good Owner-Dealer relations and build good customer loyalty and satisfaction:

1. Explain the Pre-Delivery Service which was performed prior to delivery.
2. Present to the owner the Operator's Manual. Explain the warranty policy and the operating and maintenance instructions.
3. Be certain the owner understands that proper operation and the Required Maintenance Services are a condition of the warranty coverage. Also, explain any additional recommended services and their importance to the owner's maximum enjoyment of his Spirit Outboard, even though they are not required to assure warranty coverage.
4. Complete the Registration Card. Have the customer check to see that his name and address are correct and have him verify that he understands the warranty policy, how to safely operate the machine, and the maintenance instructions by signing the card.
5. Mail the factory copy of the new product registration card within 24 hours.

Registration Card

Proper and timely registration is very important. With our new registration form, we are asking that you use a fine point pen, press hard, and place the card on a hard surface, such as a counter top, to get the best results. The registrations must be carried out **promptly, correctly, and completely**, so there will be no delay in receiving the owners card. This card is essential if warranty repairs become necessary.

Promptly Mail registrations in daily to:

Arctic Enterprises, Inc.
P.O. Box 1000
Thief River Falls, MN. 56701

Correctly Print and spell clearly.
Follow the instructions for completing the form.

Completely Fill out all the blanks including the zip code, or it will be necessary to return your card for correction, causing additional work and delay.

Spirit Owners Card

The Spirit Owner Registration and Warranty Program is important to you, to Arctic Enterprises and especially to your customer. Arctic Enterprises will supply your customer with the embossed plastic owners card upon receipt of the registration and pre-delivery check list.

Our owners card quickly identifies the customer and product for warranty coverage. Not only does it help you to process warranty claims accurately and swiftly, but you can use the owners card for repair orders also. Thus the owners card will aid you in future service and sales to your customer as well as add to the customer's pride in his selection of outboards.

Inform your customer about the plastic owners card. He should receive his own personal card within three weeks.

The original registration card should be available at the factory. However, if the registration card is not on file, you must send in a copy of the registration card.

Should your customer require warranty service on his new outboard prior to receiving his owners card, simply type or print the information clearly on the claim form. Arctic Enterprises will accept typed or printed claims processed prior to receipt of the owners card.



Spirit Outboard Registration Card

1)	2)	3)	
SERIAL NUMBER (34)	MODEL NUMBER (7)	DESCRIPTION	
<p>Print one letter in each box. Abbreviate first name, address and city as boxes require. Do not exceed boxes provided.</p> <p style="text-align: center;">THREE COPIES – PRESS HARD.</p> <div style="border: 1px solid black; width: 100%; height: 15px; margin-bottom: 5px;"></div> <p>4) OWNER'S NAME (Abbreviate first name as spaces require.) (1)</p> <div style="border: 1px solid black; width: 100%; height: 15px; margin-bottom: 5px;"></div> <p>5) MAILING ADDRESS (Abbreviate as spaces require.) (16)</p> <div style="border: 1px solid black; width: 100%; height: 15px; margin-bottom: 5px;"></div> <p>6) CITY (Abbreviate as required.) (34)</p> <div style="border: 1px solid black; width: 100%; height: 15px; margin-bottom: 5px;"></div> <p>7) STATE OR PROVINCE (52)</p> <div style="border: 1px solid black; width: 100%; height: 15px; margin-bottom: 5px;"></div> <p>8) ZIP OR POSTAL CODE (49)</p> <div style="border: 1px solid black; width: 100%; height: 15px; margin-bottom: 5px;"></div> <p>COUNTY COUNTRY (71) PHONE (Incl. Area Code) (61)</p> <p>The dealer named at right has instructed me on the operation, maintenance, safety features and the warranty policy, all of which I fully understand.</p> <p>Owner's Signature _____</p>		<p style="text-align: center;">Dealer Copy</p> <p style="text-align: center;">SPIRIT OUTBOARD REGISTRATION CARD</p> <p>This registration card is a condition of the warranty and must be completed by the selling dealer and the customer at time of sale. Mail factory copy to Arctic Enterprises, Inc., P.O. Box 1000, Thief River Falls, Minn. 56701.</p> <p style="text-align: center;">Use Addressograph Imprinter.</p> <p>9) DATE OF SALE _____ (37)</p> <p>10) DEALER CODE _____ 15) DIST. CODE _____ (19) (14)</p> <p>11) NAME _____</p> <p>12) ADDRESS _____</p> <p>13) CITY, STATE _____ 14) ZIP _____</p> <p>The model described above has been set up and serviced by myself or an employee in my behalf.</p> <p>Dealer's Signature _____</p>	

Completing the Spirit Outboard Registration Card is the responsibility of the authorized selling dealer.

New laws are being written which require manufacturers to have the capability of issuing a product recall. With the new owners card program, it is essential the dealer complete and mail the registration card within 24 hours of the sale of the outboard. Our objective is to have the new owners card and the owner packet in the hands of the owner within three weeks. The customer will need his owners card for proof of purchase and warranty verification. We need your cooperation to accomplish this goal.

Follow these steps in completing the Registration Card: (Be sure to type or print clearly.)

1. Serial Number: Stamped into the metal on the top of the swivel bracket just below the removable front cover.
 2. Model Number: Located with the serial number (list provided with the flat rate schedule).
 3. Description: Engine cc size and style (list provided with the flat rate schedule).
 4. Owner's Name:
 5. Mailing Address:
 6. City:
 7. State:
 8. Zip Code:
- } Print or type all information clearly. Print one letter in each box. Abbreviate first name, address and city as boxes require. Do not exceed boxes provided.
9. Date of Sale: Date owner received his Spirit Outboard.
 10. Dealer Code:
 11. Dealer Name:
 12. Address:
 13. City, State:
 14. Zip Code:
- } Print or type all information clearly. Can be imprinted with your Addressograph machine.
15. Distributor Code: Leave blank.

Warranty Claim Processing

The Dealer Warranty Claim Form provides more information for Arctic so that you won't need to return the parts with the claims.

Completing the warranty claim is easily and quickly done following the instructions and sample shown.

The machine use information will give Arctic's engineers extra knowledge about field failures. Your cooperation in checking these points with the customer and listing the information will be greatly appreciated. Brands of gasoline and oil used will be especially pertinent to engine failures.

Warranty claims must be mailed to Arctic Enterprises within fifteen (15) days. This will assure prompt feedback of field failures and enable the factory to issue credit for warranty to your account within a reasonable period.

Warranty parts should be tagged and held for a period of sixty (60) days after you have received credit. Arctic Enterprises will request return of the part if it is required for quality control or warranty inspection. After the 60-day period, if the part has not been requested, it may be destroyed.

Separation of claim and parts return does require a responsible attitude on the part of the dealer. Fill in the forms completely and accurately and keep all records orderly and up to date.

We suggest that dealers set up a counter area where warranty claim forms can be completed. Place blank forms and all procedures, parts booklets and technical information close at hand to make your job easier.

Dealer Warranty Claim Form

1. **Claim Number:** This number identifies each claim and should always be used when requesting information on a particular claim.
2. **Owner Information:** Print or type all information clearly and accurately. Be sure to include the owner's zip code. This complete block of information including the serial and model numbers can be printed with the customer's owner card and Addressograph imprinter.
3. **Serial Number:** The seven digit number stamped into the metal on the top of the swivel bracket just below the removeable front cover.
4. **Model Number:** The seven digit number located with the serial number.
5. **Motor Use Data:** Knowledge of miles or hours, specific fuel, oil, and spark plug data will be helpful in the study of component failures.
6. **Date of Repair:** The day the product is serviced or repaired under warranty. This date as well as the dealer information can be printed with the dealer plate and Addressograph imprinter.
7. **Dealer Code:** The six digit code representing the servicing dealer.
8. **Shop Rate:** Dealer shop rate up to ten dollars per hour for authorized warranty repairs.
9. **Dealer Information:** Print complete dealership name and address. Be certain to include your zip code. This complete block of information can be printed with the dealer plate and Addressograph imprinter clearly and accurately.
10. **Claim Control No.:** For factory use only.
11. **Defect:** Describe the defect in material or factory workmanship believed to have caused the failure. Include any information pertinent to the failure that you feel would help the factory warranty personnel to understand the situation fully. Simply stating the word "broken" or "defective" does not provide an understanding of your reasons for determining the part or parts were warrantable.
12. **Quantity:** Number of individual replacement parts used. Use a separate line for each individual part number.
13. **Part Number:** Correct part number of replacement parts used.
14. **Description:** Correct part name.
15. **Flat Rate Time:** The time allowed for repair.
16. **Flat Rate Labor Charge:** The dollar amount to be paid the dealer for reimbursement per the warranty labor flat rate.
17. **Retail Parts Cost:** The customer cost for the replacement parts.
18. **Dealer Parts Cost:** The dealer cost for the replacement parts.
19. **Factory Use:** For factory use only.
20. **Totals:** The total of both the dealer labor and parts dollar columns and the retail parts dollar column.
21. **Customer Approval:** The owner should sign the warranty claim indicating the work was performed to his satisfaction.
22. **Factory Use:** For factory use only.

All required information must be included on this warranty form. If the form is incorrect or illegible, it will be returned to you. We require claims to be submitted within 15 days of date of repair. Submit claims to whichever applies:

ARCTIC ENTERPRISES, INC.
 P.O. Box 635
 Thief River Falls, MN 56701
 Attn: Warranty Dept.

ARCTIC SPORTS PRODUCTS LTD.
 860 Bradford Street
 Winnipeg, Manitoba R3H 0N5
 Attn: Warranty Dept.

Be sure to have customer sign warranty form when work is complete.

Customer 2) Address City, State or Province Zip Serial Number 3) Model Number 4) Miles _____ Hours _____ Gas Brand _____ Oil Brand 5) Ratio _____ Spark Plug _____	Date of Repair 6) Dealer Code 7) Shop Rate 8) Dealer Name Address 9) City, State or Province Zip	Claim 10) Control No. <p style="text-align:center;">DO NOT WRITE IN THIS SPACE</p>
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DESCRIBE DEFECT IN MATERIAL AND WORKMANSHIP OR LIST DAMAGES AND/OR SHORTAGES: 11)

WATERCRAFTMANUALS.COM

12) Qty.	13) Part No.	14) Description	15) Flat Rate 16)		17) 18)		19)
			Time	Labor Charge	Retail Parts Cost	Dealer Parts Cost	Factory Use
TOTAL							
			20)				

21)
CUSTOMER APPROVAL

22)
FACTORY USE

The warranty service has been performed with my authorization and to my satisfaction.

Date _____

Representative _____

Customer Signature _____

Returned for additional information.

Limited Warranty

Arctic Enterprises, Inc. warrants each new Arctic Spirit Outboard for a period of one (1) year from the date of sale according to the following terms:

Arctic's warranty is extended to the original retail purchaser only (hereinafter called "CONSUMER") when such Products are sold through an authorized Arctic Spirit Outboard Dealer and is not transferable to any subsequent owners of the Products.

Arctic's warranty covers the entire outboard (except as noted below) and each part and accessory manufactured or sold by Arctic. The following components of the Arctic Spirit Outboard ARE NOT covered by warranty:

Fuel filter — Propeller — Breaker points — Spark plugs

The following VOIDS Arctic's warranty:

1. Failure to perform the maintenance service recommended in the Operator's Manual.
2. Repair performed by anyone other than an authorized Arctic Spirit Outboard Dealer.
3. Damage that is the result of using improper fuel mixture.
4. Damage that is the result of use of improper oils or use of incorrect spark plugs.
5. Use of the Product in any way for racing purposes, or modification in any way other than upon instructions by an authorized Arctic Spirit Outboard Dealer.
6. Damage that is the result of accident, misuse, abuse, or negligent operation.
7. Arctic warrants only the products it manufactures and sells, and does not warrant other products when properly used with an Arctic Spirit Outboard.

During the warranty period, Arctic will repair or replace, at its option, free of charge, including any related labor charges, any parts that are found to be defective because of a defect in material or workmanship, when the repair work is done by an authorized dealer within a reasonable time after the Product is delivered to an authorized dealer. NO TRANSPORTATION CHARGE WILL BE PAID BY ARCTIC.

The warranty registration card must be completed by the Consumer and selling dealer on date of sale. It is the selling dealer's responsibility to submit the distributor and factory copies of the card promptly. Upon receiving the factory copy, Arctic will furnish the Consumer with an owners card which must be presented to the dealer when requesting warranty services.

THE ARCTIC PRODUCTS SET FORTH ABOVE ARE INTENDED PRIMARILY FOR RECREATIONAL AND LEISURE TIME PURPOSES AND HAVE NOT BEEN DESIGNED OR MANUFACTURED FOR EVERY DAY, HEAVY COMMERCIAL USE. THEREFORE, ARCTIC IS NOT LIABLE FOR ANY CONSEQUENTIAL DAMAGES RESULTING FROM ANY BREACH OF ANY WRITTEN OR IMPLIED WARRANTY FOR SUCH ARCTIC PRODUCTS.

Arctic's proper address concerning warranty matters is as follows:

Arctic Enterprises, Inc.
Consumer Service Department
P.O. Box 635
Thief River Falls, Minnesota 56701