

THANK YOU FOR JOINING THIS MONTH'S UPFITTER-EXCLUSIVE SESSION.
SEE YOU SHORTLY.

FOOT TO THE FLOOR

DECEMBER 14, 2023



THE UPFIT YOU DESERVE

[LEGENDSOFTHEROAD.COM](https://www.legendsoftheroad.com)

NO PRICE INCREASE
MOVING INTO 2024!

BE LEGENDARY. SIT IN THEIR SEAT. FOOT TO THE FLOOR. DRIVE CHANGE.



“LEAD WITH LEGEND”

In your sales process, starting with the Legend product, rather than offering it as an add-on. Make more GP per upfit, and a happier customer as a result of a much more legendary upfit.



BE LEGENDARY. SIT IN THEIR SEAT. FOOT TO THE FLOOR. DRIVE CHANGE.



DEC 2023 SESSION AGENDA

- **Upfitter Spotlight**
- **New Faces, New Legends**
- **Portal Order Standings** by Upfitter
- **New Website** & Things to Note
- **New Small Vans?** No Problem.
- **Thank you Upfitters 2023**
- **What's coming** in 2024?
- **The Legend Upfitter Awards**

SPEAKERS

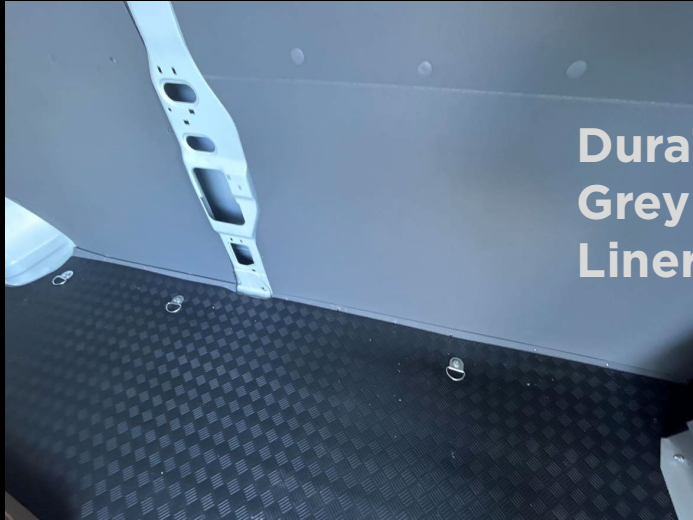


Brendan Church
Marketing Director,
LEGEND

UPFIT SPOTLIGHT



Action Glass | Avis-Budget Vans



DuraTherm
Grey Wall
Liners



AutoMat
Rubber Mat



NEW FACES, NEW LEGENDS

Mark Whiteland

Texas, Colorado, New Mexico



Richard Mentzer

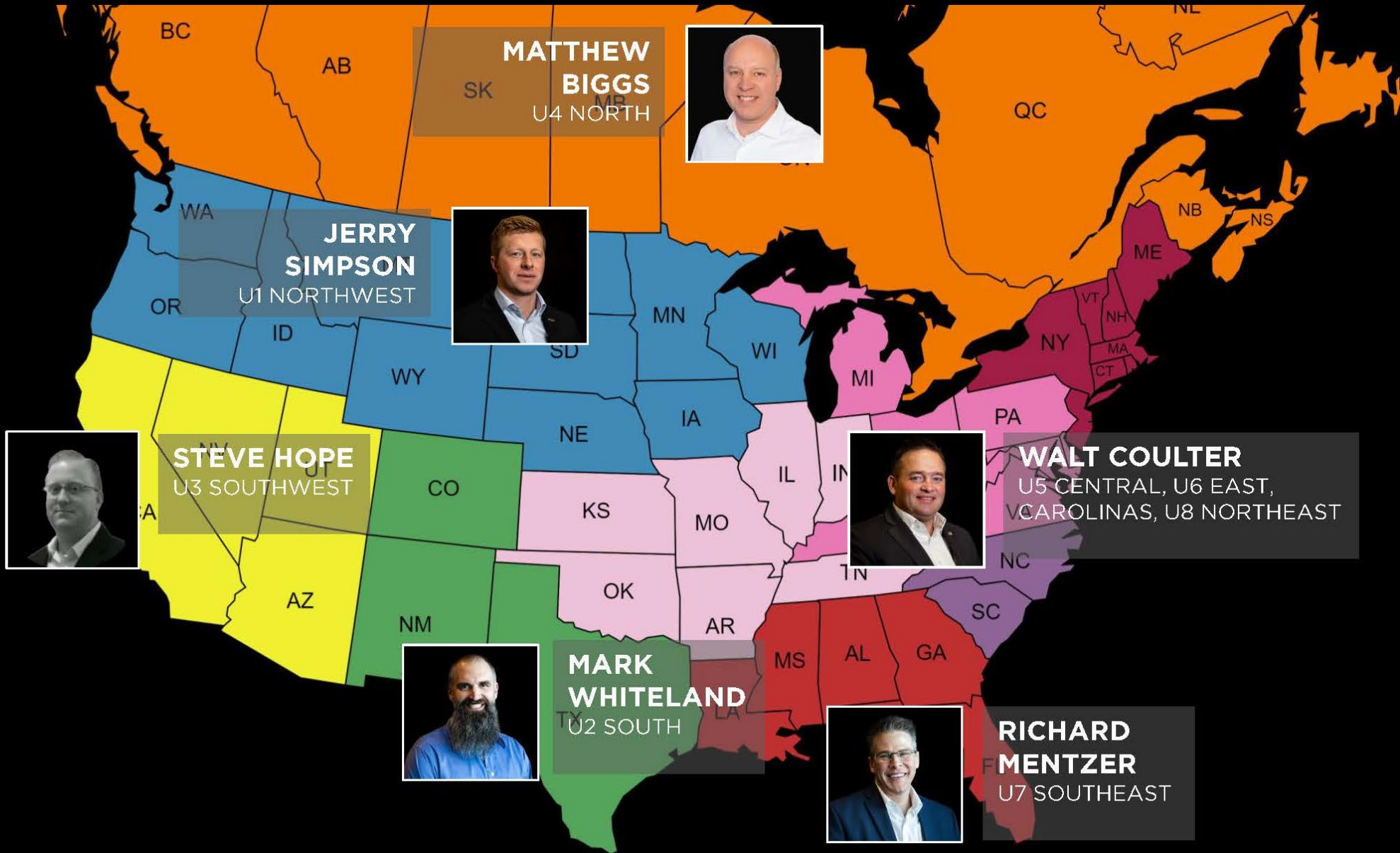
Florida, Arkansas, Georgia



Steve Hope

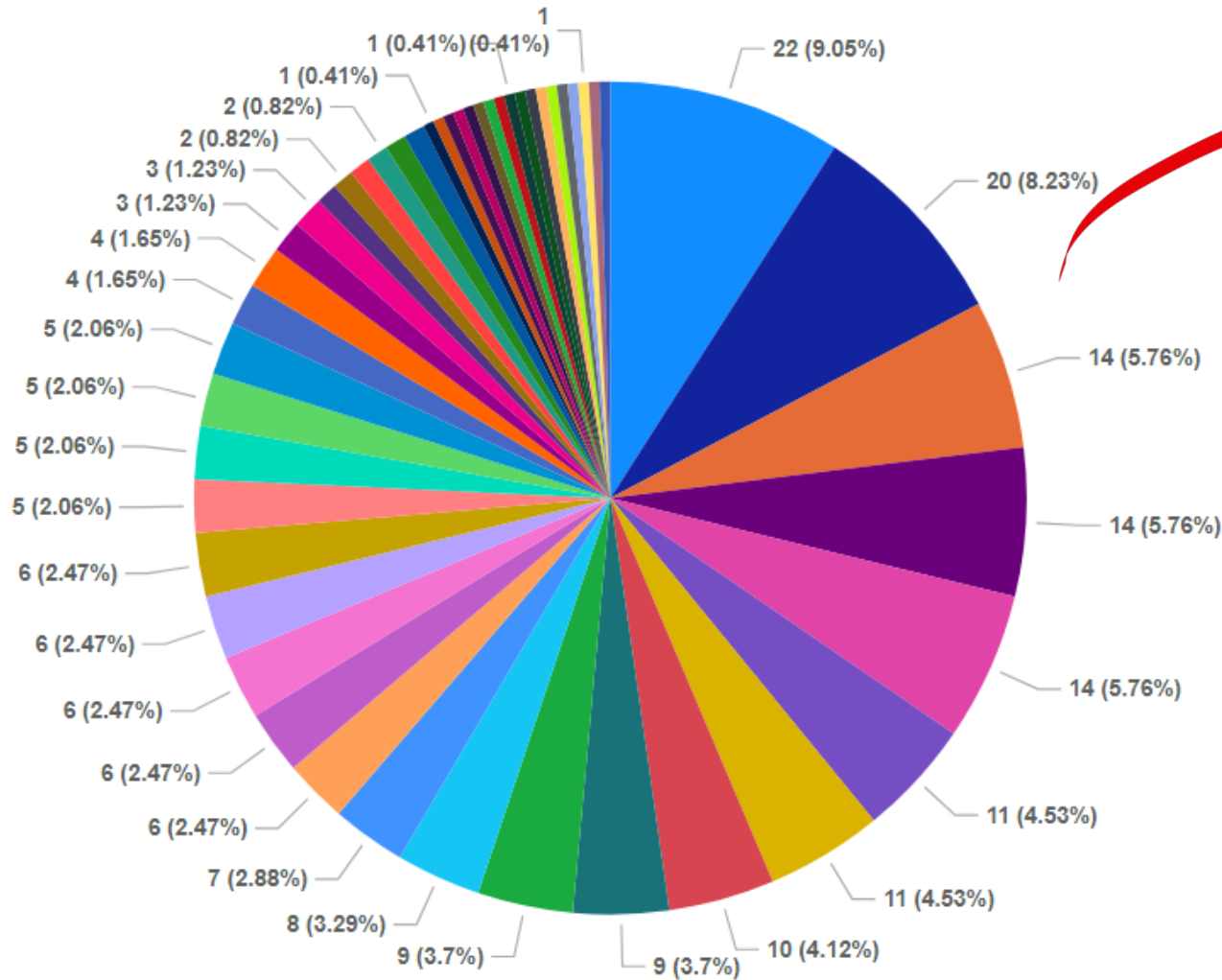
California, Arizona, Nevada, Utah







PORTAL ORDERS BY UPFITTER



- Customer Name
- #1 Advantage Outfitters LLC
 - #2 Prisco Vans Ltd
 - #3 Allied Body Works Inc.
 - #4 American Bobtail Inc.
 - #5 Pacific Truck Colors Inc.
 - Commercial Van Int. - Haltom City
 - Vanco of Northern California



NEW WEBSITE
legendsoftheroad.com

BE LEGENDARY. SIT IN THEIR SEAT. FOOT TO THE FLOOR. DRIVE CHANGE.



SMALL VANS? NO PROBLEM.

Chrysler Pacifica
KIA Carnival
Ford Escape
& Others Coming.

Ask your rep
for more details!





THANK YOU FOR A LEGENDARY 2023 UPFITTERS!





BRAND VALUES

BE LEGENDARY

We've built our reputation on being the best.

FOOT TO THE FLOOR

For our customers, time is money.

SIT IN THEIR SEAT

We put the customer first, in everything we do.

DRIVE CHANGE

We are always thinking about what's around the corner.

An aerial photograph of a paved road with a dashed center line, stretching from the bottom center towards a distant horizon. The road is flanked by a field of dry, brownish grass. The overall lighting is dim, suggesting dusk or dawn. The text "ON THE HORIZON IN 2024." is overlaid in the center of the image in a bold, white, sans-serif font.

**ON THE HORIZON
IN 2024.**



UPSTEP RS3

AUTOMATIC - NOT ELECTRIC. LAUNCHING 2024.

PRODUCT INNOVATION.
LOTS OF IT.

BE LEGENDARY. SIT IN THEIR SEAT. FOOT TO THE FLOOR. DRIVE CHANGE.



REWARDS PROGRAM

LAUNCHING 2024.



LEGEND
THE OFFICIAL FLOOR CARE PARTNER

PRODUCTS 3D CONFIGURATOR WHY LEGEND DEALER LOGIN NEW QUOTE

DASHBOARD QUOTES OPENING FINANCE LEGEND

Home > Dashboard > Legend Rewards

LEGEND REWARDS

ABC Uphitting Co.

Need some help? [Talk to Customer Support](#)

Your Account Manager [Contact Matt Coulter](#)

Tier Progress

100% LEVEL 3

Spend \$200 to retain Famous

\$18,541
Annual Spend

Spend \$500 to advance to Legendary

Spend \$12,450 to retain Famous

Progress bar from 0% to 100%

Your Benefits

100% LEVEL 3

- 1 Legend Point for every \$10 spent
- 33% off MSRP for all products
- 1000 Legend Points a year
- Exclusive annual gift
- Invitation to exclusive events
- Legendary annual gift

Leaderboard

100% LEVEL 3

3RD
Ontario Famous League

1	Richard	\$25,452
2	John	\$20,954
3	You	\$18,541
4	Mike	\$17,996
5	Jane	\$16,457

Points Balance

100% LEVEL 3

3,125
Legend Points

Legend points are earned by... all connecticut adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Legend Brand Store

100% LEVEL 3

- The LEGEND™ Premium 20 oz. Insulated Water Bottle
- The LEGEND™ Premium 48oz. Journal and Pen Combo
- The LEGEND™ Insulated Stainless Steel Tumbler
- The LEGEND™ Two-Toned 8 oz. Coffee Mug

BE LEGENDARY. SIT IN THEIR SEAT. FOOT TO THE FLOOR. DRIVE CHANGE.





LEGEND UPFITTER AWARDS

FINALISTS Announced in January
@ Foot to the Floor Webinar

WINNERS Announced in March
@ WTW24 in Indianapolis



SEE YOU NEXT TIME, ON
JANUARY 30, 2024

FOOT TO THE FLOOR



THE UPFIT YOU DESERVE

LEGENDSOFTHEROAD.COM