

KOHLER CO., Kohler, Wisconsin 53044, Telephone 920-457-4441, Fax 920-459-1646

INSTRUCTIONS

1. Please type.
2. All sections must be completed for processing of new dealers.
3. Dealers please submit to your appropriate Kohler distributor for approval.
4. Distributors submit completed form to Kohler Customer System Support at Generator.CustComm@kohler.com
5. New dealers will receive e-mail notification once their registration is complete.

Date:

Dealer BP:

SECTION 1: TYPE OF REQUEST

☐ New Dealer* ☐ Revised Labor Rate ☐ Dealer Update ☐ Cancellation ☐ Re-Sign ☐ Portal Access

*All new dealers will be signed initially as a Sales Only dealer. Once the dealer attendee has completed and passed the service course, the dealer should upgrade to a Sales & Service dealer or KOHLER Platinum dealer through the distributor.

☐ ADDRESS/TELEPHONE NO. CHANGE
Indicate Previous Address and Telephone No.

☐ COMPANY NAME CHANGE
Indicate Previous Name

SECTION 2: DEALER INFORMATION

Dealer Name		Mailing Address (if other than business address)	
Business Address		P. O. Box	
City		City	
State/Province	ZIP/Postal Code	State/Province	ZIP/Postal Code
Dealer/Business Telephone ()	Dealer/Business Fax ()	Dealer Website Address	

SECTION 3: Dealer Contacts *List main dealer contacts. Indicate who should receive promotional notifications? (Check all that apply)*

<input type="checkbox"/>	Dealer Principal's Name (please print)	Email Address	Phone
<input type="checkbox"/>	Main Sales Contact's Name (please print)	Email Address	Phone
<input type="checkbox"/>	Main Service Contact's Name (please print)	Email Address	Phone
<input type="checkbox"/>	Designated Residential Sales Person: (if applicable)	Email Address	Phone
<input type="checkbox"/>	Other	Email Address	Phone

TYPE OF BUSINESS: (must check one)

☐ Corporation ☐ Sole Proprietor ☐ Partnership ☐ Other _____

FEDERAL TAX I.D. NUMBER

SECTION 4: DEALER CLASSIFICATION

☐ Industrial Dealer ☐ Marine Dealer ☐ Mobile Dealer ☐ Residential/Light Commercial*

*If selecting Residential/Light Commercial, please complete the Residential Dealer Information section

DEALER TYPE	CUSTOMER POSTED RETAIL LABOR RATE
<input type="checkbox"/> Platinum Sales & Service <input type="checkbox"/> Sales & Service <input type="checkbox"/> Sales Only**	\$ _____ Per Hour

**If Sales Only, please specify your authorized Kohler installer

SECTION 5: SALES & SERVICE LOCATOR INFORMATION (Applies to Platinum and Sales & Service dealers only)

Include this dealer in the Sales & Service Locator: ☐ Yes ☐ No **Note:** A dealer can be added or removed from the Sales & Service Locator at any time.

Dealer email address for leads ☐ I will service and install Residential generators regardless of where they were purchased (Please check if this statement applies)

SECTION 6: DISTRIBUTOR INFORMATION

Distributor Name	Distributor Representative's name (please print)
City	Distributor Representative's Email Address (please print)

SECTION 7: SERVICE FILE INFORMATION

All full service dealers must have a service file for each registered product line. Please order the appropriate service file or dealer startup kit using Kohler Power Systems subscription order form G18-250. New service dealers or service dealers adding new product lines must subscribe for service files at the time of registration. **All new Kohler Dealers will automatically be registered for Kohler Power PLUS Online electronic parts program for an annual fee.**

SECTION 8: KOHLER GENERATOR DEALER PORTAL USER INFORMATION <i>(Residential Dealers will automatically be registered for access to the Residential Dealer Portal.)</i>					
First Name		Last Name		User Email Address	
First Name		Last Name		User Email Address	
First Name		Last Name		User Email Address	
First Name		Last Name		User Email Address	
SECTION 9: RESIDENTIAL DEALER INFORMATION					
YEARS IN BUSINESS: <i>(must check one)</i>			NUMBER OF TECHNICIANS: <i>(must check one)</i>		
<input type="checkbox"/> 1-2 <input type="checkbox"/> 11-15 <input type="checkbox"/> 3-5 <input type="checkbox"/> 15+ <input type="checkbox"/> 6-10			<input type="checkbox"/> 1 <input type="checkbox"/> 6+ <input type="checkbox"/> 2 <input type="checkbox"/> None <input type="checkbox"/> 3-4		
PRIMARY FOCUS OF YOUR BUSINESS: <i>(must check one)</i>			WHERE DO YOU ADVERTISE: <i>(check all that apply)</i>		
<input type="checkbox"/> Electrical Contractor <input type="checkbox"/> Power Equipment Sales & Service <input type="checkbox"/> HVAC Contractor <input type="checkbox"/> Generator Sales & Service <input type="checkbox"/> Builder <input type="checkbox"/> Wholesale Distributor <input type="checkbox"/> Retail Store <input type="checkbox"/> Other (please specify) <input type="checkbox"/> Propane Sales & Service			<input type="checkbox"/> Television <input type="checkbox"/> Internet <input type="checkbox"/> Radio <input type="checkbox"/> Facebook <input type="checkbox"/> Newspaper <input type="checkbox"/> Twitter <input type="checkbox"/> Trade Publications <input type="checkbox"/> None <input type="checkbox"/> Yellow Pages <input type="checkbox"/> Other		
NUMBER OF SALES REPRESENTATIVES EMPLOYED AT YOUR COMPANY: <i>(must check one)</i>			OTHER BRANDS SOLD: <i>(check all that apply)</i>		
<input type="checkbox"/> 1 <input type="checkbox"/> 5+ <input type="checkbox"/> 2 <input type="checkbox"/> None <input type="checkbox"/> 3-4			<input type="checkbox"/> Briggs & Stratton <input type="checkbox"/> Generac <input type="checkbox"/> GE <input type="checkbox"/> Other (please specify) <input type="checkbox"/> Cummins/Onan		
WHAT CUSTOMERS DO YOU MARKET TO: <i>(check all that apply)</i>			PRODUCTS SOLD: <i>(check all that apply)</i>		
<input type="checkbox"/> Residential <input type="checkbox"/> Industrial <input type="checkbox"/> Small Business			<input type="checkbox"/> Portable <input type="checkbox"/> Liquid Cooled 21-125 kW <input type="checkbox"/> Air Cooled 6-20 kW <input type="checkbox"/> Industrial		
NUMBER OF VEHICLES IN YOUR FLEET: <i>(must check one)</i>			LARGEST KW GENERATOR YOU SELL: <i>(must check one)</i>		
<input type="checkbox"/> 1 2 <input type="checkbox"/> 6+ <input type="checkbox"/> 3-5 <input type="checkbox"/> None			<input type="checkbox"/> 20 kW <input type="checkbox"/> 150 kW <input type="checkbox"/> 30 kW <input type="checkbox"/> 500 kW+ <input type="checkbox"/> 48 kW		
DO YOU ACCEPT CREDIT CARDS: <i>(must check one)</i>			DO YOU OFFER 24/7 CUSTOMER SUPPORT: <i>(must check one)</i>		
<input type="checkbox"/> Yes <input type="checkbox"/> No			<input type="checkbox"/> Yes <input type="checkbox"/> No		

This agreement constitutes an appointment as a DEALER of Kohler Generator Sets and Service Parts.

This is a Contract of Sale and not of agency, and the DISTRIBUTOR shall not be subject to any expenses or liability incurred by the DEALER in the conduct of his business and shall not be obligated except as expressly provided in this agreement.

The DISTRIBUTOR agrees to sell and the DEALER agrees to buy Kohler Generator Sets and Service Parts on the terms and conditions hereinafter set forth.

DEALER'S area of primary responsibility is to be established by mutual agreement between DISTRIBUTOR and DEALER.

SALES PROMOTION AND ADVERTISING. The DEALER will promote the sale of Kohler Generator Sets and will complement Kohler Co.'s national advertising with a reasonable program of local advertising. Booklets, circulars, and other advertising material furnished by the DISTRIBUTOR will be distributed by the DEALER. Identification signs as recommended by Kohler Co. must be prominently displayed.

SERVICE. The DEALER will provide service facilities for maintaining Kohler Generator Sets in satisfactory operating condition. The DEALER will purchase a Kohler Generator Service File and keep the file up-to-date by adding any supplements supplied by Kohler

WARRANTY. The Kohler warranty, as published, shall apply to all Kohler Generator Sets.

STOCKS. The DEALER must carry a stock of Kohler Service Parts as recommended by the Kohler DISTRIBUTOR in order to supply the requirements for their agreed area of responsibility.

ALTERATION AND TERMINATION. This agreement is not subject to alteration except as mutually agreed in writing. It may be terminated at any time by either party upon thirty days' written notice or other notice as required by law addressed to the last known address of the other party, and no claim for damages on account of such termination is to permit the processing of pending orders and commitments, nor the development of new business.

This agreement is not assignable.

EFFECTIVE DATE. This agreement shall take effect immediately upon the execution hereof and shall supersede all previous Generator Set agreements between the DISTRIBUTOR and the DEALER.

Filling out a form

1. Position the mouse cursor inside a form field. The I-beam cursor allows you to type text. The arrow cursor allows you to select the checkbox.
2. After entering text or selecting a checkbox, choose from the following:
 - Press Tab to accept the field change and go to the next field.
 - Press Shift + Tab to accept the field change and go to the previous field.
 - Press Return or Enter to accept the field change and deselect the current field.
 - Press the Escape key to reject the field change and deselect the current field. If you press the Escape key a second time and you are in Full Screen mode, you will exit Full Screen mode.

Clearing a form

Click the Reset Form button or exit Acrobat Reader, and start again.

Submitting the form

Acrobat Reader Users

1. Once you have filled in the appropriate fields, choose File > Print.
2. Sign the form.
3. Fax the form to Jessica Sundee at Kohler Co., fax number 920-459-1646.

Acrobat Exchange or Adobe Acrobat Users

You can submit this form electronically if you have Acrobat Exchange or Adobe Acrobat 4.0 and email installed on your computer. Acrobat Exchange and Adobe Acrobat 4.0 can export form information to a file. You then e-mail the export file to Kohler Co.

1. Start Acrobat Exchange or Acrobat 4.0.
2. Choose File>Open, select orderform.pdf, and click Open.
3. Fill out all the form fields.
4. Choose File>Form Data>Export data from form...
5. Enter a filename, and click Save (.fdf is the extension assigned to form data files).
6. Choose File>Close. You don't need to save the changes because the data you entered was saved in the exported .fdf file.
7. Compose an e-mail message, attach the .fdf file created in step 5, and send the message to jessica.sundee@kohler.com

[←Return to form](#)