

DEALER PROGRAM GUIDE

Diesel Engines North America



KOHLER[®]
IN POWER. SINCE 1920.

RELIABLE WORKHORSE ENGINE

And a program to back you up.

We know that the products you sell and service and the businesses you partner with are critical to your business plan. That's why Kohler offers you a choice of flexible dealer programs—each with incentives and advantages that can help enhance your bottom line.

KOHLER[®] DIESEL-POWERED EQUIPMENT

KOHLER EXPERT DIESEL DEALER

The Kohler Expert Diesel Dealer program rewards those who consistently provides the highest level of service on KOHLER diesel engines. Kohler Expert Diesel Dealers are required to service all KOHLER diesel-powered equipment, including KDI engines, regardless of equipment type, brand or purchase location.

- Be reimbursed at posted shop labor rate for warranty repairs.
- Receive factory-direct warranty reimbursement by check for online warranty claims.
- Be reimbursed for freight, travel, pickup and delivery warranty expenses.
- Get first priority for customer referrals.
- Earn profit on warranty parts and replacement engines.
- Access and ability to electronically diagnose full line of KDI engines[†]

KOHLER REGISTERED DIESEL DEALER

As a Kohler Registered Diesel Dealer, you have the flexibility to service only the KOHLER-powered equipment with mechanical engines in your market.

- Be reimbursed on costs of qualified warranty parts and replacement engines.
- Receive factory-direct warranty reimbursement by check for online warranty claims.
- Be reimbursed at posted shop labor rate for warranty repairs.
- Receive customers referrals based on area(s) of focus.

[†] Full engine line service including Electronic KDI up to 134 hp

REQUIREMENTS & INCENTIVES	EXPERT DEALER	REGISTERED DEALER
Products serviced	All KOHLER diesel-powered equipment including KDI TCR	KOHLER diesel-powered mechanical engines only (NO TCR)
WARRANTY REIMBURSEMENT		
Labor reimbursement with repair time guidelines	Posted shop labor rate	
Parts reimbursement	Full list price	Net price + 10%
Pickup and delivery—mileage allowance*	Yes	
Travel time allowance*	Yes	
Field repairs reimbursement	Travel time at full shop labor rate plus service truck mileage at posted rates	No
Diagnostic time*	Yes	
Freight on engines for warranty repairs	Yes	
Engine authorization required	Factory	
Warranty service referrals	Factory Referrals, Website listing	Website listing
TRAINING REQUIRED¹		
Technician certification	Required	
Formal training °	KDI Certification and Mechanical/KDW Certification	
EQUIPMENT REQUIRED		
Dealer toolset	KDI Toolset	Special Tools as needed
Master manual information	Required – access to Kohler online platform (Partners)	
Email access	Required	
Mobile service capabilities	Required	Preferred
Ability to provide pickup and delivery	Required	
Signs/identification	Required – Inside and outside if servicing entire market; inside if servicing only what you sell	
Parts/engine inventory	Appropriate level according to guidelines	
Marketing assistance advertising	Yes, distributor approval required	
Warranty claim submittal	Kohler online Warranty System	

*Rates are subject to change. Please, contact your local distributor.

(1) See Kohler policy and procedure for details

° Details for each level of training to be provided



For direct support
from expert Kohler technicians,
call 866-GO-KOHLER

