

HEAVY-DUTY DEALS

NOW THROUGH APRIL 30, 2025

RETAIL CAMPAIGN QUICK REFERENCE GUIDE

2025 RETAIL CAMPAIGN 1

THE QUICK REFERENCE GUIDE FOR OPT-IN DEALERS

The Retail Campaign Quick Reference Guide is your go-to resource for all the retail offers and special financing that will drive sales and profits in your dealership. Here you'll quickly find all the information you need to help customers save on select maintenance solutions, attachments and more!

CAMPAIGN RESOURCES

Visit the **Retail Campaign Hub** on the **Dealer Portal** for more resources on how to implement various assets in your marketing efforts, including customizable DAM/MRC assets and more!

You can also check the **CNH Parts & Service 2025 Retail Campaign Strategy Guide** for information on how to submit a rebate through ACB.



OFFERS AT-A-GLANCE		DC#	JAN	FEB	MAR	APR	REIMBURSEMENT PROCESS	CSPS	AVAILABLE ONLINE	ADDITIONAL NOTES
Maintenance	5% back in the form of a statement credit when you cumulatively spend \$1,000 or more during the offer period on qualifying OEM lubricants using your Productivity Plus SM Account	DC24-543	✓	✓	✓	✓	-	-	✗	-
	15% OFF OEM and Fleetguard® filters , max rebate of \$1,000 per customer	DC24-544	✗	✓	✓	✓	ACB*	CASEFILTERC1	✓	-
	Up to 2 hours free labor towards each qualifying equipment inspection	DC24-545	✓	✓	✓	✓	Submit through eWarranty	-	✗	Select models only, see the dealer portal for a full list.
Construction	10% OFF OEM construction attachments	DC24-559	✓	✓	✓	✓	ACB*	CASEATTACHC1	✓	Government bid, rental company purchases and Arctic® Sectional Sno-Pushers™ are not eligible.
	Up to \$100 OFF any combination of OEM and FLEETPRO™ bucket teeth and cutting edges	DC24-561	✓	✓	✓	✓	ACB*	-	✓	Offer excludes SmartFit™ Bucket Teeth.
	Up to \$2,000 OFF undercarriage parts for steel tracked construction machines	DC24-560	✓	✓	✓	✓	ACB*	CASEUNDERC1	✓	Offer is not eligible on rubber tracked machines.
	Up to \$325 OFF undercarriage parts with a qualifying purchase of construction rubber tracks	DC24-562	✓	✓	✓	✓	ACB*	CASETRACKSC1	✗	-
Precision	Up to \$5,000 OFF SiteControl Systems	DC24-563	✓	✓	✓	✓	Email submission: machinecontrol@cnh.com	-	✓	-
Reman	\$10 OFF select Reman fuel injectors	DC24-564	✓	✓	✓	✓	ACB*	CASEREMANFUELC1	✓	-
	10% OFF select Reman clutches and clutch kits	DC24-565	✓	✓	✓	✓	ACB*	CASEREMANCLUTCHC1	✓	-
Productivity Plus	New customers receive a \$100 statement credit on all approved applications, following \$500 in purchases on their new Productivity Plus Account	DC24-480	✓	✓	✓	✓	-	-	✗	-
	No interest & no payments for 90 days or more on qualifying purchases of \$1,000 or more of CASE parts , when financed with a Productivity Plus Account	DC24-566	✓	✓	✓	✓	-	-	✗	-
eCommerce	Free Standard Shipping on online orders of \$200 or more on MyCNHStore.com	DC24-573	✓	✓	✓	✓	-	-	✓	Opt-in dealers are not automatically enrolled in this offer: To participate, reach out to the eCommerce team at eCommerceSupport@cnh.com.

*All CASE ACB rebates can be processed at <https://www.acbincentives.com/caserebates/login.asp>

ADDITIONAL MARKETING MATERIALS

Additional dealer resources and marketing materials, including customizable assets are available on the Marketing Resource Central (MRC) and Parts & Service DAM.

To access the MRC, go to **Dealer Portal / Discover / Tools and Applications / Marketing Resource Central (MRC)**. Once on the site, click on **Parts & Service / Special Promotions & Clinic Kits / Retail Campaign**.

To access the DAM, go to **Dealer Portal / Discover / Tools and Applications / Parts & Service Digital Asset Manager (DAM)**. Once on the site, click on **Parts & Service Retail Campaign**.

DRIVE CUSTOMERS TO YOUR MYCNH STORE

Make it easy for customers to buy directly from your dealership by creating MyCNH Store website URLs. You can use these URLs to easily direct customers to the Retail Campaign landing page on MyCNH Store with your dealership pre-selected so customers can shop your dealership inventory right away.

First, you will need to know your six-digit SAP location code. Next, simply add this snippet to the end of the URL used in your digital ad: **?dealerCode=123456**. (Your SAP location code replaces 123456.)

A final URL would look something like this: <https://www.mycnhstore.com/us/en/casece/eventcce?dealerCode=123456>

See all URLs on the back page of this guide. Make sure to place each URL in your browser to test before using it in digital marketing ads.

CAMPAIGN URLS

All the details and legal language for the Parts & Service Retail Campaign are hosted on the Campaign landing pages and Product Category pages. Below are the unique URLs for these pages.

EVERGREEN CAMPAIGN URLS	
General	USA: https://www.mycnhstore.com/us/en/casece/eventcce CAN: https://www.mycnhstore.com/ca/en/casece/eventcce VANITY: www.mycnhstore.com/performance
Parts Perks	USA: https://www.mycnhstore.com/us/en/casece/parts-perks-caseconstruction CAN: https://www.mycnhstore.com/ca/en/casece/parts-perks-caseconstruction
Email Sign Up	USA: https://www.mycnhstore.com/us/en/casece/emailsignupcce CAN: https://www.mycnhstore.com/ca/en/casece/emailsignupcce

REMINDER!

MyCNHiStore.com has been updated to MyCNHStore.com

Be sure to update the URL anywhere your dealership uses it.

OFFERS AT-A-GLANCE	CAMPAIGN URLS
5% back in the form of a statement credit when you cumulatively spend \$1,000 or more during the offer period on qualifying OEM lubricants using your Productivity Plus SM Account	USA: https://www.mycnhstore.com/us/en/casece/search/?sort=stockLevel-asc&byModel=all&text=C1LUBE25 CAN: https://www.mycnhstore.com/ca/en/casece/search/?sort=stockLevel-asc&byModel=all&text=C1LUBE25
15% OFF OEM and Fleetguard [®] filters	USA: https://www.mycnhstore.com/us/en/casece/search/?sort=stockLevel-asc&byModel=all&text=C1FILTER25 CAN: https://www.mycnhstore.com/ca/en/casece/search/?sort=stockLevel-asc&byModel=all&text=C1FILTER25
10% OFF OEM construction attachments	USA: https://www.mycnhstore.com/us/en/casece/search/?sort=stockLevel-asc&byModel=all&text=C1ATTACHMENT25 CAN: https://www.mycnhstore.com/ca/en/casece/search/?sort=stockLevel-asc&byModel=all&text=C1ATTACHMENT25
Up to \$100 OFF any combination of OEM and FLEETPRO bucket teeth and cutting edges	USA: https://www.mycnhstore.com/us/en/casece/search/?sort=stockLevel-asc&byModel=all&text=C1FPTEETH25 CAN: https://www.mycnhstore.com/ca/en/casece/search/?sort=stockLevel-asc&byModel=all&text=C1FPTEETH25
Up to \$2,000 OFF undercarriage parts for steel tracked construction machines	USA: https://www.mycnhstore.com/us/en/casece/search/?sort=stockLevel-asc&byModel=all&text=C1STEELUNDERCARRIAGE25 CAN: https://www.mycnhstore.com/ca/en/casece/search/?sort=stockLevel-asc&byModel=all&text=C1STEELUNDERCARRIAGE25
Up to \$325 OFF undercarriage parts with a qualifying purchase of construction rubber tracks	USA: https://www.mycnhstore.com/us/en/casece/search/?sort=stockLevel-asc&byModel=all&text=C1UNDERTRACK25 CAN: https://www.mycnhstore.com/ca/en/casece/search/?sort=stockLevel-asc&byModel=all&text=C1UNDERTRACK25
Up to \$5,000 OFF SiteControl Systems	USA: https://www.mycnhstore.com/us/en/casece/search/?sort=stockLevel-asc&byModel=all&text=C1PRECSITCTRL25 CAN: https://www.mycnhstore.com/ca/en/casece/search/?sort=stockLevel-asc&byModel=all&text=C1PRECSITCTRL25
\$10 OFF select Reman fuel injectors	USA: https://www.mycnhstore.com/us/en/casece/search/?sort=stockLevel-asc&byModel=all&text=C1REFUEL25 CAN: https://www.mycnhstore.com/ca/en/casece/search/?sort=stockLevel-asc&byModel=all&text=C1REFUEL25
10% OFF select Reman clutches and clutch kits	USA: https://www.mycnhstore.com/us/en/casece/search/?sort=stockLevel-asc&byModel=all&text=C1RECLUTCH25 CAN: https://www.mycnhstore.com/ca/en/casece/search/?sort=stockLevel-asc&byModel=all&text=C1RECLUTCH25

