



TRADE-IN TRADE-UP PROGRAM

DEALER GUIDE



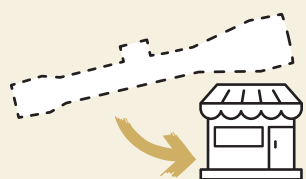


TRADE-IN ↕ TRADE-UP PROGRAM

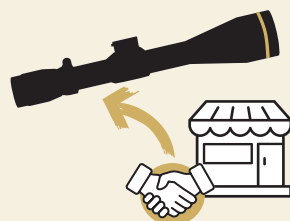
From 1st July to 30th September 2026, customers can trade in any brand or model riflescope to their local authorised Leupold dealer and receive **up to \$200 off** a new Leupold riflescope!

NIOA will then give you that same discount, but at TRADE PRICE to ensure you're still making money. It doesn't matter if it's a Tasco or a Tangent Theta, it's the same trade up pricing. This promotion is aimed at entry level scopes.

WHAT TO DO ▼



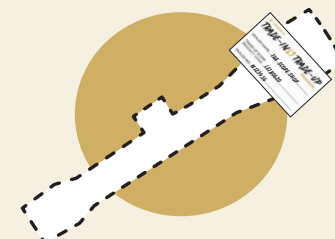
Customer comes in with a **trade-in scope**.



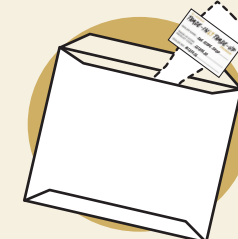
You **sell them a Leupold** at the discounts found on the following page



Fill out a trade-in sticker with dealer information and the product code of the Leupold scope you wish to trade-up to (to redeem dealer stock)



Stick the sticker onto the trade-in scope.



Give to your NIOA Sales Rep OR send to the NIOA Head office via our reply paid:

NIOA attn: Leupold
Reply Paid 86184
PINKENBA QLD 4008



NIOA will send out your discounted replacement as soon as reasonably possible.

BENEFITS TO DEALERS

- We're investing heavily in advertising and countertop promotions to help drive customers to your store.
- Turn over a good quantity of scopes to help boost your numbers.
- You actually earn ~3% more margin than a normal sale! (Based on 15% markup on portal prices.)



TRADE-UP MODELS AVAILABLE AND DISCOUNTS



REMEMBER: ANY brand or model of scope can be traded in!

FAQ

Does the trade in scope need to be a Leupold?

No! You can trade in ANY make or model of riflescope towards a BRAND NEW Leupold!

What if my trade-in scope is more expensive than the trade-in discount?

You'll still only get the flat \$100, \$150 & \$200 off the replacement Leupold. This program is orientated to entry-level trade-ins for the customer to upgrade into a brand new Leupold. Pricing has no correlation to the quality/make of the traded-in scope.

Is there a limit on how many scopes I can send back?

No, there is no quantity limit for the program. However remember that for each traded-in scope, you'll be getting a reduced cost Leupold sent to you.

Can I trade in three scopes for a free Leupold?

No, the program is a one trade-in to one replacement Leupold ratio. There is no discount stacking.

Is there any grace period after the program ends for customers that take up late?

Yes. Although the program formally ends on September 30th 2026, you will have a few weeks after the program to send in or give trade-up scopes to your NIOA Sales Rep and redeem your reduced cost replacement.

If the scope the customer wants is not in stock at the retailer, then what?

You can order the required scope and a discount credit will be applied upon return of the trade-in scope. To ensure credit is processed, scopes must be ordered on a case-by-case basis by contacting: Lachlan Bruce
M 0484 000 571 • l.bruce@nioa.com.au

Does the trade-in scope need to be in working order?

Your existing trade in scope needs to be in reasonable functioning and complete condition.

What constitutes a "scope"? Does a red dot sight count?

A working optical device used for aiming your rifle/handgun. Red dot sights are included with \$100 off for Freedom RDS and \$200 off for Deltapoint Pro Red dots.

CONTACT:

For further information regarding this program, please contact:

LACHLAN BRUCE

Leupold Product Category Manager—AUS

M 0484 000 571

l.bruce@nioa.com.au

Or scan to visit our website ►

sporting.nioa.com.au/events-promos/
leupold-trade-in-trade-up



TERMS & CONDITIONS

NIOA Leupold Trade-in Trade-up Program Offer Terms and Conditions

From 1 July to 30 September 2026, NIOA through its Authorised Dealers are offering a limited Leupold Trade-In Trade-Up promotion. NIOA is offering shooters discounts on Leupold scopes when they trade in any old scope(s). To participate, shooters must physically hand in their old scope(s) into an Authorised NIOA Dealer to be eligible and receive the following discounts:

- \$100 off RRP for the Leupold VX-Freedom;
- \$150 off RRP for the Leupold VX-3HD; and
- \$200 off RRP for the Leupold VX-4HD and all other Leupold scope models.

This NIOA promotional offer is limited as follows:

Any brand of scope, regardless of value will be accepted;

Old scopes must be in a functional and complete condition to be accepted;

Regardless of the market or RRP value of the traded in scope, only the specified discounts will be provided;

Only one discount will be provided for each new Leupold scope. For clarity, customers can not trade in multiple old scopes and receive multiple discounts on a single new Leupold scope;

There is no limit to the amount of old scopes shooters can trade in and get discounts on multiple new Leupold scopes e.g. trade in five old scopes and get discounts on five new Leupold scopes; and

This NIOA Leupold Trade-in Trade-up promotion ends 30 September 2026.



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