



RUI Premier Partner Program

Here is what you get as a Premier Partner:

- ❖ An unrivaled source for factory keyless entry and add-on alarm and remote start system transmitters
- ❖ Wholesale price discounts
- ❖ New OE parts with a 180-day consumer warranty
- ❖ Aftermarket, Re-Newed and Pre-Owned Parts with a 90-day warranty
- ❖ Free USPS 1st class shipping (domestic) for orders over \$50 plus other expedited shipping options
- ❖ Parts shipped the same or next business day
- ❖ Programming information and batteries included with transmitters
- ❖ Free phone technical support for you and your customers
- ❖ Countertop (rotary) and shelf displays with fastest moving parts
- ❖ Door/window signs to communicate that your store sells remotes
- ❖ Convenience of online ordering and account management
- ❖ Five ways to search for a part application online
- ❖ Dedicated toll-free access to our expert call center

To become a Premier Partner, here is what you do:

1. Register with Remotes Unlimited – either online or by phone
2. Purchase a display, which comes with a door/window sign

That's all . . . we will do the rest!

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1. What Is Remotes Unlimited's Premier Partner Program?

RUI's Premier Partner Program is how we conduct business with our preferred wholesale customers. The program and the features of our Premier Partner website are designed to make it easy for Premier Partners to begin selling replacement remotes to their customers without having to become an expert in remote transmitter products.

Premier Partners receive free marketing materials, wholesale pricing, free domestic ground shipping, superior customer service and a dedicated toll-free number for speaking with experts in the RUI call center.

Remotes Unlimited has supported both special order and in-store programs at large auto parts chains for more than a decade, so we believe we know what is needed to sell remotes effectively and to support you and your customers after the sale.

2. What Will Drive Your Success Selling Replacement Remotes?

The key to success in selling a full line of replacement remote transmitters is making sure your customers know you sell them. We have found that the main elements in communicating this to consumers are:

Display w/ Parts The single most effective sales tool is to have a display with the fastest moving remotes located in a highly visible location. RUI's current best option is a 20-part rotating tower display. It is stocked with fast-moving, high-margin, user programmable keyless entry remotes and replacement cases that sell at a price point well below dealer list. (For stores where theft is a concern, we have product cards for the transmitters on the display; the remotes can be stored behind the counter for security.)

Storefront Signage	The second best communication method is signage at the front of your business, such as a cling sign placed on the door or window of your store. RUI ships a free cling sign with each Premier Partner display order. There are two sign versions. One says "Ask At Parts Counter", for use by auto parts stores and others who have a parts counter. The other says "Available Here", for use by other businesses.
Commercial Acct Collateral	For your commercial accounts, fleet operators and other repeat purchasers, we recommend that you email, fax or hand-deliver fliers or other notification that you now supply a full line of replacement remote transmitters.
Program Information Collateral	We also find it is useful to provide a little basic training to your store personnel so that they feel confident when assisting a customer with a remote transmitter sale. Your employees do not need to become experts. But it is important for your customers to believe that there is real expertise behind the specification, technical information and support of their replacement remote purchase. Providing a little basic information to your employees will go a long way toward making them feel knowledgeable and confident about RUI's program, which will in turn help them convey that to your customers.
Retail Customer Referral (Store Locator)	Remotes Unlimited is in the process of developing our fourth generation website. The new site will have a Store Locator for retail customers who visit RUI's website. Once you register, all of your ship-to locations will be added to our Premier Partner locator data. That way, customers who want personal service or the added comfort of a local brick-and-mortar supplier will be able to find you via a simple zip code lookup.

3. How Do You Qualify To Be A Premier Partner?

Qualifying to be a Premier Partner is very simple. All you really need to do is register and buy a display loaded with parts.

You can register online or call RUI on our toll-free Premier Partner hotline at 877-759-8261. (If you call, when a CSR in our call center picks up, please say that you would like to speak with Lawren about registering as a Premier Partner.)

Once you register and buy a display we will send you a login ID and temporary password for access to our Premier Partner website. On the website you will be able to search for and buy parts, track your orders, manage account information and so forth. However, a live person will always be available to assist you over the phone if you prefer.

Please note that Remotes Unlimited operates from the state of Texas. If a Premier Partner has ship-to addresses within the state of Texas, we will need to get appropriate re-sale license information in order not to charge sales tax on shipments to Texas locations.

4. What Parts Does Remotes Unlimited Carry?

Remotes Unlimited currently supplies approximately 3,000 parts. These include remote transmitters, replacement cases, key blades inserts, batteries and add-on system components. We supply remotes for both factory keyless entry systems and add-on systems. Our factory keyless entry products include stand-alone key fobs, key-head remotes (integrated with an uncut key blade), flip-key transmitters and proximity transmitters (aka "smart keys"). Most parts are new OE (original equipment) remotes. To offer your customers better value, though, we also offer new aftermarket remotes. Remotes Unlimited has certified these with the FCC; so, unlike similar parts sold by many of our competitors, they are legal for re-sale in the US.

Remotes Unlimited also offers different value options. For many transmitters, we stock Re-Newed and Pre-Owned transmitters in addition to new parts. We test, clean and install a new battery in all of these remotes. These parts give you the ability to offer your customers a value option. And remotes are no longer made for many older systems, so a Pre-Owned remote may be the only part available to meet your customer’s need.

We stock inventory of 99% of the parts we sell. This, and our exceptional order processing and fulfillment systems enable us to ship your order within 24 hours in nearly every situation. (If you order a part that is oversold or on backorder, we will notify you right away.) Parts coverage includes:

Factory Keyless Entry (FKE) RUI parts and application data covers more than 650 models from the makes shown below. Parts coverage includes 1994-2012 model years in nearly every case with selective coverage prior. Makes include:

ACURA	BUICK	CADILLAC	CHEVROLET
CHRYSLER	DODGE	EAGLE	FORD
GEO	GMC	HONDA	HUMMER
HYUNDAI	INFINITI	ISUZU	JEEP
KIA	LEXUS	LINCOLN	MAZDA
MERCURY	MITSUBISHI	NISSAN	OLDSMOBILE
PLYMOUTH	PONTIAC	RAM	SATURN
SCION	SUBARU	SUZUKI	TOYOTA

Aftermarket Alarm System Brands RUI parts and application data also covers remote start, anti-theft and keyless entry systems for a multitude of brands, including (to list a few):

ALPINE	AUDIOVOX	AUTOMATE	AUTOPAGE
AVITAL	BLACK WIDOW	CAR PRO	CARBINE
CLIFFORD	CODE ALARM	COMPUSTAR	CRIMEGUARD
COMMAND START	COOL START	CRIMESTOPPER	DEI
DESIGNTECH	EXCALIBUR	HELLFIRE	JTI
K9	KARR	M.A.T.	MAGNADYNE
MARKSMAN	MEGATRONIX	MICRO ALARM	OMEGA
PRESTIGE	PURSUIT	PYTHON	SILENCER
STEALTH	TRC	UNGO	VIPER

5. How Do You Know What Part Is The Right Part?

Specifying a replacement remote transmitter is not always a no-brainer. We constantly find error-filled specification data – on the web, in electronic catalogs, in the major automotive technical subscription services, even in automotive manufacturers’ own data releases. Remotes Unlimited has thousands of man-hours invested in part and application data. That does not mean we are always correct; unfortunately, we sometimes make mistakes also. But we believe this investment does mean that we have more complete and higher quality data than anyone else.

We also believe we have built the best search engine available for finding the correct replacement remote transmitter. We have built this search logic along with extensive technical notes into our Premier Partner website so that your personnel do not need any detailed knowledge of our part category to effectively sell remotes. We offer 5 ways to specify a replacement remote application. No one else does this.

6. How Are Remotes “Programmed” To Work With A Vehicle?

Most replacement remotes do not work right out of the box. Think about it . . . if they did, anyone could have access to any vehicle just by buying a remote. So, remotes have to be programmed. In reality, the remote is not programmed; it is actually the system module or receiver in the vehicle that is programmed to accept a new remote.

Factory keyless entry remotes for some vehicles require a special computer tool for programming. This computer device – which many people refer to as a “scan tool” – is expensive, so many customers will not have access to one except through an automotive dealership or a well-equipped locksmith. (A code reader is not sufficient for programming.) Whether you search for a part on our website or order through our call center, RUI will always indicate when an FKE application requires **dealership programming** with a scan tool.

Other FKE remote applications are **user programmable**. This means that there is a procedure that your customer can perform without special tools to put the system into programming mode so that it will accept a new remote transmitter. In most cases, all that is required for user programming is one working key. In some other situations, a working remote or two (original) working keys are required for user programming. RUI will also always indicate when parts or applications are user programmable and, if user programming requires anything other than a working key, we will inform you of that as well.

Virtually all aftermarket alarm systems are user programmable. In most cases, these are programmed using the valet/override switch (or button). Audible chirps from the siren assist the programming process. So, we always advise aftermarket alarm system owners that they should have a working valet switch and siren to easily program a replacement aftermarket alarm remote.

There are also special situations, such as integrated key-head transmitters for which the transponder that operates the immobilization feature of the key requires a scan tool for programming but for which the remote transmitter functions are user programmable. Again, whether you shop and buy on our Premier Partner website or by phoning our call center, RUI will always explain the programming situation for a part application to you at the time of specification.

All of the replacement remotes that Remotes Unlimited sells in consumer packaging for displays are user programmable for nearly all of their applications. Overall, of the 25,000+ vehicle applications in our ACES (AAIA Standard) database, more than 50% are user programmable.

Remotes Unlimited encloses programming instructions with the parts we sell for all parts that have user programmable applications. Also, Remotes Unlimited provides free phone technical support to Premier Partners and directly to your customers for customers who are having difficulty programming their system to accept a new remote.

Premier Partners should always advise their customers of the programming situation for their replacement remote application. Dealerships generally charge from ¼-hour to ¾-hour as a labor charge when they program a replacement remote. In most cases, they charge this whether or not the part is purchased from the dealership. If the application requires a scan tool for programming, your customer will have to take their vehicle and all associated remotes for the vehicle to a dealership or well-equipped locksmith and they will likely face a charge for the service. You can imagine their likely displeasure if you do not inform them of this.

If the application is user programmable, then buying the remote from you creates even more value. Not only will your customer likely save money on the cost of the part, but they will also be able to program the system in their vehicle to accept the new remote, thus saving the dealership labor charge for that service. Some Premier Partners generate additional revenue by offering to program user programmable remotes for a modest charge – \$10 to \$25 – for their customers who do not want to go to the trouble of doing so themselves.

7. How Do You Order Parts?

Parts can be ordered either online or through our call center.

8. How Are Parts Priced?

Remotes Unlimited provides Premier Partners with the best pricing we can, given supply considerations. As a distributor, we source parts from scores of suppliers. On many of the fastest moving parts, we are able to maintain an RUI suggested retail price 5%-10% below dealer list price and still preserve a good margin for you. On other parts, particularly those with slower movement, sources of supply are limited. In these cases, we are forced to work with a very tight margin and Premier Partners will have to do the same if they want to sell the replacement part below dealer list price.

When you look up an application on our Premier Partner website, you will see three prices. The top price listed is the Premier Partner cost for the part. Below that is the RUI suggested retail price (SRP) – the price at which we suggest you sell the remote transmitter. The vast majority of remotes will have a cost price that is 15%-40% below RUI's SRP, with the fastest moving parts generally having the greatest discounts. Finally, below the RUI SRP is the vehicle manufacturer's dealer list price. (Aftermarket alarm system manufacturers may not have a list price, so no dealer list price will appear for some parts.)

When you set pricing to your customers, keep two important circumstances in mind. First, many automotive dealerships sell parts at a price higher than dealer list price. Second, in cases where a part is user programmable, Premier Partner customers will be getting not only the part, but programming instructions and phone technical support that will enable them to save money versus having the part programmed at a dealer. The value of this could range from \$25 to \$100 depending on the vehicle make and how aggressive your competing dealers are with service pricing. In general, if a consumer calls a dealership about replacing their remote, unless they specifically ask for the price of the part alone, they will be told the part requires dealership programming (even when it does not) and will be quoted a cost that includes both the price of the part and a service labor charge for programming.

9. What Are The Shipping Options?

We can ship parts using most any carrier and service level. We have USPS, UPS and Fedex pick-ups from our facility every business day. We offer free USPS ground shipping on orders over \$50. Other shipping options are priced at or near our cost. All shipments are insured and include delivery tracking.

We do not charge any handling or miscellaneous fees that would drive up your cost.

10. How Does Payment Work?

At this time, all Premier Partner orders on our website require payment via credit card or PayPal. The costs associated with maintaining customer accounts, performing invoicing and extending credit are simply too great for us to maintain our high level of service and low pricing.

Premier Partners can choose two types of credit card processing – either entering information for a credit card at the time each order is placed or asking RUI to store credit card information and use that card information to process each order. RUI never stores credit card information electronically. We believe the risks of doing so are too great. If you ask us to store your credit card information, we will keep it in written form securely locked within our offices.

When you register as a Premier Partner, the registration form will ask which method of credit card processing you prefer and subsequent online orders will then default to that form of payment.

11. How Does The Premier Partner Website Work?

RUI's Premier Partner website was designed to make it as easy as possible to find the correct replacement remote transmitter for a given application and to receive critical information about that part or application, including its programming requirements. As you would expect, the Premier Partner site has basically two phases – first, the user enters search information and answers clarifying questions so that the original part is correctly specified, then the site presents an offer page that shows the best replacement options for that original part specification. Here are the basics of how it works:

Specification:

Once you log in to the Premier Partner site, our search engine interface appears. It is unique in offering 5 different ways to search for a part. You only need to enter information for 1 search method. For searches driven by drop-down boxes, the search will be triggered automatically when you make the last selection; for searches that require information to be filled in to a text box, you will have to hit the "Search" button at the bottom of that section to trigger the search.

Generally, if a customer has an original remote with them, the best approach is to search by the **FCC ID** or **Mfr Part #** on the back of that part. (The reason for this is that some customers may have an aftermarket or dealer-installed system on their vehicle and not realize it.)

If the customer does not have an original remote or there are no identifying numbers on it to aid in an FCC or Mfr Part # search, then your employee should ask the customer if the vehicle is equipped with factory keyless entry or with an aftermarket alarm system. (These days, most customers have factory keyless entry, but that is not always the case, so it is worth asking . . . particularly if the vehicle is an older model.)

If customer is fairly certain they have a factory system, then search either by the vehicle's **Make** (MMY) or first 10 characters of the **VIN #**.

If customer has an aftermarket alarm system but does not have an original remote for it, then search by the **Brand** and Model of the system. This information typically can be found on the system control module, which is generally installed under the dashboard on the driver side. (It also can be found in the owner's manual but it is a rare customer who has that with them when they show up to buy a replacement remote).

The initial search parameters are not always sufficient to narrow your search to a particular part. For instance, if the vehicle is a van, the keyless entry system could use any of a half dozen different remotes depending on whether it was equipped with single or dual power sliding doors or a power liftgate. The Premier Partner website will either present images for you to pinpoint your specification that way or will ask questions that enable us to determine the customer's original part.

Part Offering:

Once the site knows what it the customer has, we can determine the best replacement parts for the application. At that point, RUI's Premier Partner site will present an offer page, complete with pricing, availability and technical information and with an option to add the part to your cart.

In most cases, a single part will be offered and that part will be the OE manufacturer's current replacement part for the customer's remote. If the customer has a factory keyless entry system, the replacement part offered will likely look identical to the original remote. (Vehicle manufacturers frequently change part numbers – and occasionally even change suppliers and FCC ID numbers – so identifiers on the back of the case are not always the same.)

In some cases, an original part may have been discontinued but there may be a "substitute" replacement part that looks quite different from the original. (This is more often true with aftermarket alarm remotes, where product life cycles are very short.)

In other cases, RUI will offer more than one replacement part. Typically, one option will be the original part or the current OE replacement for that part and the other part will be a “better-value” option – either a less expensive OE part that is interchangeable with the customer’s original remote or an aftermarket replacement part.

And, in rare cases, there may be no replacement part available. When this happens, it is usually because the system is an older aftermarket alarm system and the manufacturer has gone out of business or long since stopped supporting a discontinued brand. It also occasionally happens with factory keyless entry remotes, especially if the vehicle manufacturer has left the North American market, such as Isuzu.

Whatever the case is – a single offered replacement part, multiple part options or a discontinued part – the Premier Partner site will explain the situation as fully as we can so that you can provide quality information to your customer.

Checkout:

The Premier Partner site includes a simple checkout procedure. Billing information will be pre-filled based on your login identity. If you have one ship-to address it too will be pre-filled; if you have more than one, you will be able to select the bill-to address from a drop-down list showing all of your current ship-to addresses. All you will need to do is enter credit card information and select a shipping method. If you have already opted for us to keep your credit card on file, you will not even need to enter payment information.

Account Management:

RUI’s Premier Partner website will also provide tools for you to manage your business relationship with Remotes Unlimited. As a Premier Partner, you will be able to:

- View and track orders
- Add and delete ship-to information
- Request RGAs for returns
- Store quotes for later retrieval
- Change your password
- View order history

12. What If You Need To Return A Part?

Premier Partners or your customers can return parts to Remotes Unlimited at any time. We will always try to leave you and your customers satisfied. We provide a warranty on all of the parts we sell.

Limited Warranty

Remotes Unlimited warrants all parts against defects. The length of our warranty depends on the class of the part ordered. New OE parts carry a 180-day warranty; B-grade and R-grade parts a 90-day warranty. Our warranty statement includes the following language:

This warranty covers any product defects that result in poor performance of the remote control. It does not cover poor performance of the remote control due to damage resulting from severe impact, exposure to water or excessive heat, or improper handling or use.

Important Note – The warranty also does not apply to remote control transmitters that have not been properly programmed or that do not work because of defects in a customer's on-board keyless entry or alarm system (receiver).

Warranty claims are limited to replacement of the defective part. To submit a warranty claim, contact Remotes Unlimited customer service at 281-820-0300.

If a Premier Partner or customer wishes to exchange a malfunctioning part under our warranty policy, all you need to do is send the non-working part to RUI with a statement that the part is malfunctioning and that you would like it to be exchanged. RUI will then ship a replacement part to you or directly to your customer.

Non-Warranty Returns

Remotes Unlimited will also accept non-warranty returns from Premier Partners. If the part is not damaged or defaced, we will issue a full credit for the return. To make a non-warranty return, we request that you fill out a Return Goods Authorization online. The purpose for this is so that we can effectively track inbound returns and capture basic information about the reason for the return (to help us identify possible product or service issues). When you submit the request, the website will issue an RGA number. We then ask you to include this number with the returned part. Once the part is received and inspected, we will issue a credit.

13. Why Choose Remotes Unlimited As Your Program Vendor?

Remotes Unlimited believes that selling replacement remotes is a good choice for many outlets that already provide automotive parts and service, keys, automotive electronics and other related products. We also believe that there are myriad reasons to choose Remotes Unlimited as your vendor when you decide to do so.

Product:

RUI makes it possible for Premier Partners to cover a very high percentage of applications with a single vendor resource. We not only carry factory keyless entry remote transmitters for more than 32 different vehicle makes (and growing), we also supply a broad range of aftermarket alarm system remotes.

Experience:

RUI has more experience selling replacement remotes than any other vendor. We were first in the business, first on the web and first (and still only) to sell a comprehensive program of replacement remotes to auto parts chains. We have supplied both in-store and special-order programs to AutoZone, Pep Boys and Advance Auto for many years, so we have a good idea what works and what does not work in a retail store. Our cumulative experience with these large chains means that we have developed strong internal systems and processes for fulfilling orders. And our years of talking with consumers on phone orders and technical support calls gives us a good sense of how everyday people think about and talk about remotes.

Part Specification:

Whether a Premier Partner searches for a replacement part online or calls us for help with part specification, the process is driven by extensive knowledge and data about replacement remotes and their applications. With RUI, you get the benefit of being able to search for a part match several different ways and you receive extensive information about both the application and programming circumstances affecting the part application.

Order Processing and Fulfillment:

RUI's Premier Partner website makes it about as easy as it possibly can be to order parts and keep tabs on your replacement remote business. Internally, RUI's systems are robust and streamlined, so we will ship your orders as fast, complete and error-free as is possible. And, when your customer changes his mind and no longer wants a part, you can send it back for a full credit.

Technical Support:

Not only does RUI provide free phone technical support for both Premier Partners and their customers, we do it well. RUI personnel know a great deal about remote transmitters because they have worked with them hands on over a long period of time. We program remotes for drive-up customers at our Texas warehouse, so our technical support representatives are not just desk jockeys reading from a script. They have actually been under the dash, encountered the issues facing your customers and solved them. And, because we are based in Texas and live in a bilingual culture, we provide phone support in both English and Spanish.

Give Us a Chance to Serve You!