



CHOOSE GENUINE.
GET MORE BACK.

On Qualifying Dexter Genuine Drum Brake Assemblies.

Toolkit Best Practices

Thank you for helping your customers take part in the Dexter Genuine Brake Rebate!

To help you prepare, we've put together some items to help you inform your customers.

Meta graphics include multiple variations of social media graphics that you can post to your Facebook and Instagram. We recommend including the link to www.dextergroup.com/promotions in your posts so your customers are able to easily find additional information about the rebate.

Tear Sheets can be printed and handed out to customers when they purchase Dexter Genuine brakes.

The **Counter Card** and **Poster** can also be printed and displayed in your store. We recommend printing these at a printing store, like Staples, Vistaprint, Walgreens, etc.

This rebate is active **September 15th – November 14th**. We suggest posting in-store materials and social media posts a few days prior to the promotions launch and continuing to share on social media throughout the duration. **Please remove all in-store materials on November 15th**, immediately following the purchase deadline.

If you have any questions leading up to or during this promotion, please contact DDGMarketing@dextergroup.com.

Receive up to \$50 with purchase of qualifying **Dexter brake products**. Valid on purchases 9/15/26–11/14/26, U.S. residents, 18+ only. LIMIT: Up to twelve (12) total brakes (in any double-purchase configuration) not to exceed \$120 per household. Rebate must be submitted by 12/14/2026.

Void where prohibited or restricted by law. Terms and conditions apply. Go to dexterpromotions.com