

THE CERTIFIED AGRICULTURE GROUP

The smartest way to buy a farm or ranch truck



\$60B+

Agriculture = \$60B+ truck market with 930,000 replacements every year

U.S. Department of Agriculture, AGWEB (Farm Journal Media), and Ag Equipment Intelligence Report

Own the Ag Truck Market

By joining the only agriculture program in the automotive industry.

PROBLEM	→ SOLUTION	PROBLEM	→ SOLUTION
89% say trucks are under-engineered for farm work	→ AGWAGON	95% want better pricing & ROI on their trucks	→ AGPACK
97% would switch brands for better engineering	→ AGWAGON	89% want better warranty/service options	→ CADProtect PROGUARD AUTOMOTIVE
82% dissatisfied with dealer experience	→ CERTIFIED AGRICULTURE DEALERSHIP	92% want an ag product specialist at the dealership	→ CERTIFIED AGRICULTURE DEALERSHIP

- ✓ **AgPack®:** \$48K+ in farm/ranch supply savings, zero cost to the farmer/rancher or your dealership.
- ✓ **AGwagon® by FOX Factory Vehicles:** Designed by farmers and ranchers for farmers and ranchers. 28 functional truck modifications, OEM warranties intact, \$1.5–3K in dealer incentives.
- ✓ **CADFi:** Ag-friendly financing that matches farm/ranch cash flow (annual, bi-annual, quarterly).
- ✓ **CADProtect:** The ONLY extended service option written exclusively for farm/ranch trucks.
- ✓ **Ag-Expert Training:** Our training isn't about "talking the language." It's about understanding the agriculture business model and sales strategy, teaching dealers what tools to use, and when to use them.
- ✓ **Support by national platforms:** AgTruckTrader.com, AgRally, PRCA PRORODEO.
- ✓ **Easy Onboarding, Big Impact:** Ag training, marketing, web presence, ongoing support.

Don't be just another dealer. Be the elite, holistic solution 82% of farmers & ranchers are looking for in their preferred truck dealer.

Holistic Agriculture Revenue Solution for Dealers

One enrollment. Every tool you need to become the go-to truck dealer for farmers and ranchers. Anywhere.

\$995/mo Billed Annually | **\$1,295/mo Billed Monthly**

✓ AgPack® Rewards Bundle

Offer \$48K+ in exclusive farm and ranch supply savings to your ag customers at **zero cost** to you or the customer. Stackable, per truck, new & pre-owned. Over 70% of farmers say they'd drive any distance for AgPack. Your differentiator.

✓ Certified Agriculture Group Branding

Exclusive use of all TCAG trademarks, registrations and logos, positioning your dealership as *the* agricultural expert in the total truck ownership experience.

✓ AgTruckTrader® Listing & Lead Development Tools

Get your inventory in the only online truck marketplace targeting rural America, built specifically for *how* this truck buyer uses digital in their process.

✓ Plug & Play Agriculture Web Page

Get a turnkey ag-focused landing page for your website that instantly signals to farmers and ranchers: "This dealer gets us."

✓ CADFi Quick Pre-Qual Button

Get a simple CTA for your site that lets ag buyers check financing options matched to farm cash flow, with annual, bi-annual, or quarterly payments.

✓ CADProtect Extended Service Contracts

Be the only local dealership to offer the only service product written exclusively for farm and ranch trucks. You set the retail price, and service work flows back to your shop.

✓ 2 In-Store Agriculture Events Per Year

Use our exclusive affiliations with the Rocky Mountain Elk Foundation, American Quarter Horse Association and Professional Rodeo Cowboy Association to help you plan and activate events that bring core truck buyers through your doors.

✓ Comprehensive Training Program

Video training, weekly intel reports, quarterly live sessions, plus one 2-day in-store training annually with an agriculture expert from TCAG.

✓ POP Materials Kit

150 AgPack Trifold Brochures | 150 Mirror Hangs | 150 Window Clings | 1 Showroom Banner Stand

✓ \$2,000 Mail Campaign Allowance

Direct mail or email, we'll help you target, message, and scale what works.

Enroll: CertifiedAgGroup.com/enroll