

REDARC X G'DAY PARKS PROMOTION

Hey stores, please find included in these packages a REDARC x G'Day Parks promotion that ARB is supporting in-store with some point-of-sale creative.

Promotion overview

REDARC are running a promotional campaign with G'Day Parks Australia and ARB will be displaying this POS in-store to further enhance sales.

The goal surrounds the assumption that customers purchasing a brake controller may be new to touring, and staying at a G'Day Parks location is a simple way for them to get comfortable with their new touring or camping setup.

This promotion surrounds anyone who purchases a REDARC Tow-Pro V3 and REDARC Tow-Pro Link receives a free 2-year G'Day Parks membership when they scan the QR code to unlock the offer.

This promotion will run throughout August, and both Corporate and Private stores can participate.

What you need to know

- Eligible products: REDARC Tow-Pro V3 (EBRH-ACCV3) and REDARC Tow-Pro Link (REDEBRHXADH).
- Customer offer: A free 2-year G'Day Parks membership with the purchase of an eligible product.
- Store action required: Display the supplied in-store assets near the products eligible, understand the redemption process and support customers with QR code scanning and promo code entry where required (see images on next page).
- No further action required from an ARB Store for the customer.

Redemption process

To make the redemption process as easy as possible, G'Day Parks has been provided with eligible product serial numbers. Customers will use the product serial number as the promo code when redeeming their membership.

If a customer calls up and their product serial number is not working, please call ARB Head Office and Briana Cable can assist.

Customer redemption process:

- The customer scans the QR code to redeem the offer, then completes the following steps:
 - Enter customer details.
 - Create a password.
 - At payment, enter the promo code using the product serial number.
- If the code works, the customer can redeem the 2-year membership.
- If the code does not work, store staff should refer to the default code list and assist the customer.

In-store assets

Please find on Dealer Dashboard, A3 and A4 Posters available to download and display in-store.

Terms and Conditions

- Redeem by 31 October 2026
- Valid for one membership per product registration number
- Registration code must be used as promotion code at the time of sign up

If you have any questions or require support with the promotion, please contact the ARB marketing team, Briana Cable or your relevant account contact. Alternatively, the G'Day Parks team are available to assist. You can e-mail them via info@gdayparks.com.au

Display for POS



Flyer/Brochure



A3 (or A4) Poster Display



A4 Poster



Wobbler