

## SENTINEL® RE-LAUNCH FAQ – BUSINESS AND PRODUCT

### Product Related:

1	<b>Q:</b>	What are the KEY dates for the Sentinel Re-launch?	
	<b>A:</b>	<b>January 27</b>  <b>February 3</b>  <b>March 1</b>	<ul style="list-style-type: none"> <li>Global internal announcement (Sales Tools Available on Sales Tools Hub, MyTennant)</li> <li>Global public announcement (Website, Campaigns to follow shortly after)</li> <li>Any orders after this date will have new graphics and Tennant badge, new ergonomic cab improvements, and 4-bar side-brush linkage all standard. Further details below in question 3.</li> </ul>

2	<b>Q:</b>	Are there new sales tools for the re-launch and if so, what tools are available?	
	<b>A:</b>	Yes. We have brought the Sentinel sales tools up-to-date with the following new tools: <ul style="list-style-type: none"> <li>New, and more in-depth 6-panel brochure</li> <li>Updated and enhanced Product, Application, Solution Guide (PAS Guide)</li> <li>New training tutorial available on Tennant University (available Feb 3<sup>rd</sup>)</li> <li>New website with updated content, photos and videos, including a new demo video</li> <li>New customer testimonials</li> <li>Competitive comparison 5-point walk-around sheets for Tymco, Elgin, and Dulevo</li> <li>New Sentinel 5-point product walk-around video</li> <li>New flip chart with detailed photos and inserts, and customer presentation slides</li> <li>New Sentinel prospecting and demo guide</li> </ul>	

3	<b>Q:</b>	Is there anything “New” or “Improved” on the Sentinel, and if so, what are the updates?	
	<b>A:</b>	There are some existing updates that are currently in production, and some updates occurring with this re-launch starting March 1 orders. <ol style="list-style-type: none"> <li>Cost of ownership improvements <ol style="list-style-type: none"> <li>Increased conveyor life with solid shaft design and sealed roller bearings <ol style="list-style-type: none"> <li>This improvement has been in production since Summer 2013, and is on models with 9607 serial number and higher</li> </ol> </li> <li>New 4-bar side-brush linkage to improve strength and durability (March 1 orders)</li> </ol> </li> <li>New custom option packages for top 6 applications – automatic discount when ordered <ol style="list-style-type: none"> <li>Pre-bundled and variant configured custom option packages by application</li> <li>10% discount when selecting custom option package</li> <li>Available in the price/quote sheets, with option details in the notes section</li> </ol> </li> <li>New Aftermarket service offerings for Sentinel <ol style="list-style-type: none"> <li>New GOLD service program</li> <li>New GOLD FlexClean® program</li> </ol> </li> <li>Cab ergonomic improvements – more space, especially for taller operators (March 1 orders) <ol style="list-style-type: none"> <li>Reduced ignition console size by 25% creating more knee room</li> <li>Moved the steering wheel rake forward in the cab, for more leg room</li> <li>Moved the propel pedal forward in the cab, for more leg room</li> <li>Reduced the Vario brush control console material for more leg room</li> </ol> </li> <li>New exterior side panel graphics and Tennant badge on the grill (March 1 orders)</li> <li>Ability to have customized graphics through Custom Solutions group</li> </ol>	

4	Q:	<i>Is the improved conveyor design and increased conveyor life an existing update and in production?</i>
	A:	<i>Yes. This improvement has been in production since Summer 2013, and is on models with 9607 serial number and higher. The data we're seeing on Sentinel's we have access to shows longer hours than previous design. We are not able to make a substantiated percentage claim at this point, but indications show very good improvement. More information can be found in the updated PAS Guide.</i>

5	Q:	<i>Did we change the supplier of our main brush?</i>
	A:	<i>Yes, we changed the supplier of the main broom mid- to late last year. This change has resulted in a significant improvement in availability. Additionally, while the brush continues to meet the specifications we have outlined in our drawings, the quality and consistency of the fill material is better. The bristles are stiffer, which better supports the broom's own weight and creates an improved "flicking" action. This ultimately results in better debris pick-up &amp; overall sweeping performance.</i>

6	Q:	<i>Where can I find the sales tools for the Sentinel?</i>
	A:	<i>New Sentinel sales tools are located on the <a href="#">Sales Tool Hub</a> and <a href="#">MyTennant</a>. An overview sheet detailing available sales tools and where to download them was sent on January 27 with the Sentinel announcement in the Marketing Snapshot email.</i>

7	Q:	<i>Where can I find more information about the Gold service program, and Gold FlexClean program?</i>
	A:	<i>Sales Tool Hub, MyTennant, or on the public website. There are specific brochures for both programs. Instructions are on the quote sheet on how to obtain pricing.</i>

**Business Related:**

1	Q:	<i>Will I get hands-on time with the Sentinel soon?</i>
	A:	<i>Yes. The 2015 GSM will feature a Sentinel session and there will be hands-on training during that time.</i>

2	Q:	<i>Is the Sentinel being supported by a 2015 Outdoor demonstration tour?</i>
	A:	<i>Yes! Please talk with your IMM if you have any questions on details and timing.</i>

3	Q:	<i>What happens with Sentinel orders starting on March 1?</i>
	A:	<i>That is the date when the following updates will be available on machines starting with <u>orders</u> March 1 and after (more information below in Product Q2):</i> <ul style="list-style-type: none"> <li><i>• 4-bar side brush linkage</i></li> <li><i>• Improved ergonomic cab improvements</i></li> <li><i>• New graphics and Tennant badge</i></li> </ul>

4	Q:	<i>When will the public website go live?</i>
	A:	<i>February 3 – We will also be announcing to existing customers via email shortly after launch – make sure your customer emails are up to date.</i>

5	Q:	<i>Is there a sales program for turning the base of legacy (old) Sentinel models?</i>
	A:	<i>No, there is not a Turn the Base program currently.</i>

6	<b>Q:</b>	<i>Has the Sentinel price gone up?</i>
	<b>A:</b>	<i>Yes. There will be a price increase as communicated in the 2015 price increase announcement sent in November. It will take place February 1, 2015.</i>