



2026 **DIAMOND DEALER ADVANTAGE**
YOUR PROGRAM AND BENEFIT GUIDE

We want to express our sincere appreciation for your partnership. Your expertise, commitment, and trust have been central to our shared achievements this past year, and we are truly grateful for the collaboration we enjoy with each of you.

Last year presented its share of challenges, from shifting market conditions to rising customer expectations, but together we navigated them with resilience and determination. Your adaptability and focus on serving customers continue to inspire us.

The investments and initiatives launched in 2025 are already delivering value and strengthening our collective success in 2026. Our **Diamond on Demand** dealer portal continues to expand with new content designed to simplify your work and support your business. We have seen meaningful growth in our parts business and significant progress with the **Priority Parts Program**. Additionally, our new parts warehouse and shipping facility is completed. This is an important step in reinforcing our commitment to helping you win in the aftermarket.

At Diamond, our goal is to be your preferred shortline partner, making it easier than ever to do business with us. Through **Diamond Dealer Programming**, you have access to expanded financing and floor plan options, Dealer Champion training, a comprehensive marketing toolkit, preferred parts program benefits, and much more. We pair industry-leading forestry and land-clearing attachments with the service, support, and expertise your teams need to exceed customer expectations. Every investment we make centers on one priority: delivering an exceptional customer experience.

In 2025 we introduced of several exciting new products, including the Mini Brush Cutter for the stand-on skid steer market, our updated Tractor Mid-Mount Boom and our industry-leading Skid Drum Mulcher Pro X2 lines. Each was designed to simplify operation, reduce ownership costs, and elevate performance. In 2026, we will continue this momentum with additional innovations, including the highly anticipated launch of our new **DM360** municipal maintenance machine!

We also proudly celebrated our 25th anniversary in 2025. Reaching this milestone reflects not only our commitment to innovation but also the strength of our dealer partnerships. We wouldn't be here without you.

Thank you for being a vital part of Diamond's journey. We look forward to continued success and partnership in 2026!



CEO

Wayne Baumberger



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WHO IS DIAMOND MOWERS?

For over 25 years, Diamond Mowers has stood shoulder to shoulder alongside outdoor entrepreneurs, nurturing the potential in every terrain. We understand the demands of the job, and that's why we build attachments built to grind — season after season.

Diamond Mowers is more than just metal and machinery. We're an extension of your crew. We believe in forging lasting partnerships, not just selling products. Because let's face it, shaping landscapes is a team effort, and with Diamond Mowers, you've got a reliable partner by your side every step of the way.

OUR MISSION

Provide the best customer experience in the industry.

OUR VISION

We will become the **most desired brand** in the markets we serve.

We will excel at **driving our dealer's success**.

We will field the **best team** and be the **best managed** business in our industry.



DIAMOND SALES TEAM

In addition to your Regional Sales Manager, Diamond Mowers has a dedicated team of product and industry experts at your service. Our factory based Sales Operations Team was built so our dealer network can access information easily and respond to their customers needs swiftly.

How the Sales Operation Team can help:

- Request a quote
- Get information on order status
- Product advice or customer questions
- Process stock or retail orders

When you need information quickly, our Sales Operations team is a great place to start.



DIAMOND SKID STEER AND EXCAVATOR VOLUME DISCOUNTS

Stocking attachments offers many benefits, including participation in the skid steer and excavator volume discount program.

- All attachments count toward your annual tier volume level
- Qualifying products:
 - » Most skid steer Pro X and Pro X2 models of Brush Cutters, Discs, and Drum Mulchers
 - Brush Cutter Pro, Drum Mulcher DC Pro and Mini Brush Cutter Pro count toward your tier level but are not eligible for volume discounts
 - » All skid steer stump grinders
 - » All excavator attachments
- Discount levels are based on the previous year's sales numbers and reset on January 1.
- If a new discount level is achieved at any point during the year, all attachments purchased after that point are eligible for the next tier pricing. To check your status, contact your RSM.

LEVEL	MINIMUM ANNUAL UNIT SALES	DISCOUNT
DEALER NET	0 - 10	0%
GOLD	11 - 20	2%
PLATINUM	21 - 40	4%
DOUBLE DIAMOND	41+	6%

DIAMOND DEALER PROGRAMMING

We're here to be your strongest short line partner, with proven programs and tools that help you drive attachment sales.

Diamond Credit Resources

- **Retail Financing**
 - » Flexible financing options available for end users purchasing Diamond attachments.
 - » Dealers can participate to lower rate further.
- **Diamond Mowers Credit Line**
 - » Approved Diamond dealers qualify for Net 30 day terms with an approved credit application.
- **90-Day Floor Plan**
 - » U.S. Diamond dealers can access up to 90 days of floor plan support.
 - » Equipment on the ground results in more sales.
- **Extended Floor Planning**
 - » Need more than 90 days? Extended programs are available. Contact your RSM for details.

Financing Partner

- **AP Equipment Financing**
 - » Diamond Mowers has partnered with AP Equipment Financing to offer floor plan for dealers.

Contact:

Bob Schultz - 509.219.0415
bschultz@apfinancing.com

Additional Financing Resources for Customers

- **NCL Government Capital**
 - » Provides flexible financing solutions for state, local, and tribal government equipment purchases. Exclusive Sourcewell-awarded lender (#0011620-NCL).

Contact:

Cora Buttweiler - 320.763.7600
corab@nclgovcap.com

MUNICIPAL BUSINESS

We encourage our Municipal dealers to stock equipment, giving customers the chance to experience the product firsthand.

For those focusing on municipal business, we've introduced a higher tier: **Double Diamond Dealers**

To qualify, dealers must stock booms and have sold at least 10 mid-mount mowers. Once Double Diamond status is achieved in a given year, the benefits will apply to all additional purchases that year, and through the following year. Dealers who met the above qualifications in 2025 will be eligible for Double Diamond benefits in 2026.

Diamond benefits:

- Provide an additional 2% discount on replacement stock Diamond equipment
- Provide on-site dealer training and/or Application Reviews
- Provide installation training at no cost to the dealer
 - » We will charge for this training for non-qualifying dealers



DIAMOND DEMO AND SAVE

To support you, we've introduced the Demo and Save program, offering up to **\$5,750 annually** for actively demonstrating Diamond products!

How It Works:

Dealers agree to demo the qualifying equipment a minimum of three times. Dealers in good standing may take advantage of this program once a year, per product category.



Drum Mulchers

- » SK Drum Mulcher Pro X2 - 60" | 72"
\$2,000
- » SK Drum Mulcher DC Pro - 50"
\$1,000



Brush Cutters

- » SK Brush Cutter Pro X - 60" | 72" | 84"
\$1,000
- » SK Brush Cutter Pro - 72"
\$500
- » SK Mini Brush Cutter Pro - 42"
\$250



Disc Mulchers

- » SK Disc Mulcher Pro X - 60"
\$1,500
- » SK Disc Mulcher Pro X - 48"
\$1,000



Stump Grinders

- » SK Miller Stump Grinder
\$1,000
- » SK Reflex Stump Grinder
\$500

**Not eligible on previous purchases. Demo and Save program limited to one per Dealer per category, multiple locations do not qualify as multiple dealers. Demo Discount will reflect on quote and invoice. For questions and availability, please contact your RSM.*

USED / DEMO EQUIPMENT

Diamond offers a variety of used and demo equipment at exclusive dealer pricing. This inventory is regularly updated with new additions and can be accessed under the Pricing tab on Diamond on Demand.

- Skid-Steer, Excavator and Tractor Attachments
- All units come with factory warranty unless otherwise specified
- All units are factory inspected to ensure they work as intended
- All units are subject to availability
- Great option for rental fleets



TURNKEY STOCK TRACTORS

Diamond maintains a pipeline of turnkey tractor/boom packages, decreasing the lead time and simplifying purchasing. These turnkey stock tractors make it easy to replenish your inventory or help a customer who needs to make an unplanned purchase.

Available to ship in the US and Canada

John Deere 6105E & 6M95

- 22' Rear Cradle "N" Boom
- 50" Boom Rotary
- 4 Function Joystick
- Factory Installation

John Deere 5095M

- 21' Rear Cradle "P" Boom
- 50" Boom Rotary
- 4 Function Joystick
- Factory Installation

Massey Ferguson 5M.105 Dyna & 5M.135 Dyna

- 22' Rear Cradle "N" Boom
- 50" Boom Rotary
- 4 Function Joystick
- Factory Installation

John Deere 5075E

- 60" Side Flail
- 102" Rear Flail
- Transport Lock
- Factory Installation

**Modifications to the standard build may be available, contact your RSM for further details.*



**Old Model*



DIAMOND DEALER CHAMPION TRAINING

Get trained by certified Diamond professionals! Diamond Dealer Champion Training has quickly become the most successful way to get dealer reps up to speed on all that Diamond has to offer. This two-day course in Sioux Falls, South Dakota, includes one classroom training day and one field operation day where you will get actual seat time with a variety of attachments.

Spots are limited!

DAY 1 CLASSROOM TRAINING

- Product Overview
- Configurations and Applications
- Parts / Warranty / Marketing
- Diamond on Demand / Selling Tools / Contracts
- Factory Tours

DAY 2 FIELD DAY TRAINING

- Product Walk Around
- Get Seat Time with Diamond Products
- Operating Techniques

Sign up on Diamond on Demand or connect with your RSM to reserve a spot at the next training before they fill up!



STATE AND FEDERAL CONTRACTS

Diamond is on 25+ State, Federal, National and local government purchasing contracts! This allows local government agencies and municipalities in your area to purchase Diamond Mowers products at a pre-approved purchase price without having to go to bid!



Contract #032525-DMM



- » Sourcewell / Canoe Road Right-of-Way Maintenance Equipment
- » Buyboard Grounds Maintenance Equipment, Parts, and Supplies
- » GSA
- » Equalis Grounds Maintenance Equipment and Services
- » Alabama Right of Way Mowers Contract
- » California CMAS
- » Florida Sheriffs Association
- » Iowa Right-of-Way Maintenance Equipment
- » Kentucky Ground Maintenance Equipment
- » Louisiana Diamond Brand Name Agricultural Equipment
- » Michigan MiDeal- Agricultural, Grounds, Turf, Earth Moving, and Roadside Maintenance Equipment
- » Minnesota DOT Aftermarket Attachments
- » Mississippi Grounds Maintenance Equipment
- » Missouri Road Right-of-Way Maintenance Equipment- Statewide
- » Nebraska Road Right-of-Way Maintenance Equipment
- » New York OGS
- » Ohio ODOT Mower Attachments, Boom Mowers & Commercial Zero Turn Mowers
- » Ohio STS Agricultural Machinery for Harvesting – Mowers
- » Oklahoma Statewide contract
- » Pennsylvania Construction equipment PA DOT
- » Pennsylvania COSTARS
- » Rhode Island MPA 506 OE Seasonal Equipment, Purchase, Maintenance, Repair
- » South Carolina SFAA Agricultural Equipment, Implements, and Accessories
- » Texas TXMAS
- » Plus more!

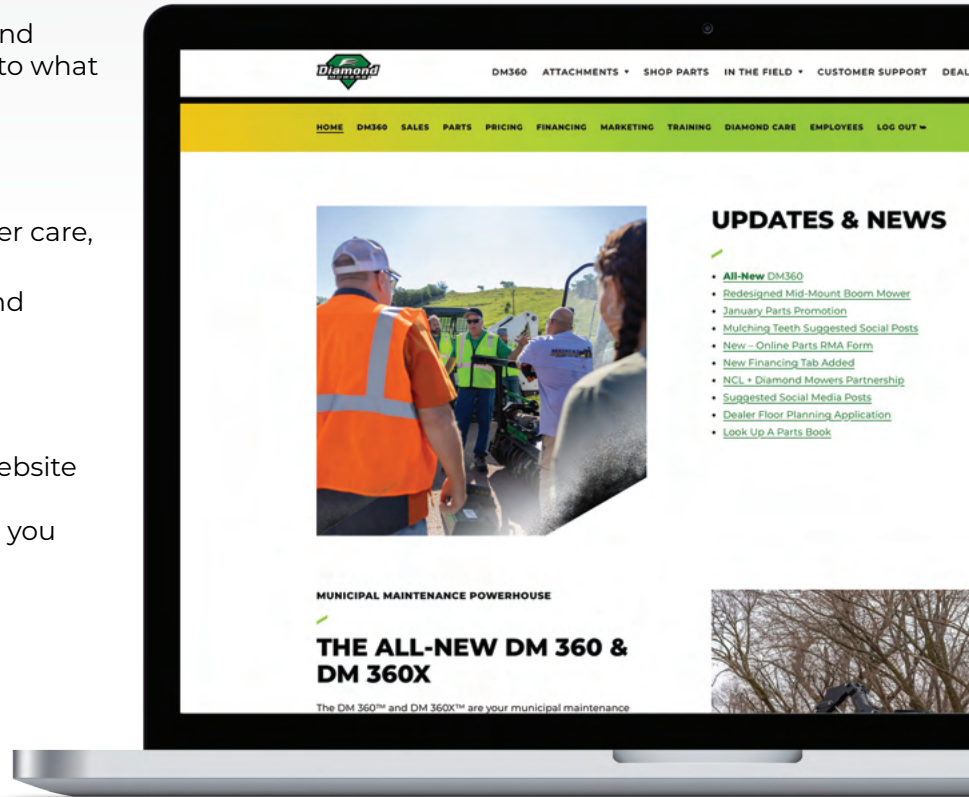
Don't see your contract listed or have questions?
Contact your RSM or visit Diamondmowers.com/contracts to learn more!

DIAMOND ON DEMAND - EXCLUSIVE DEALER PLATFORM

With 24/7 access, the Diamond on Demand platform was built to give dealers access to what they need, when they need it.

On the portal you will find:

- Organized information from customer care, marketing, parts & more!
 - » Looking on Diamond on Demand will always get you the latest information.
- Ready to use assets
 - » From social media content to website assets, we have what you need, conveniently in one spot to help you sell Diamond products.



Online Print Store

Order high-quality print assets of the products you sell from Diamond. Access this using your Diamond on Demand account.



Diamond Dealer Gear Store

Find banners, decals & more with quick shipping options available! Great for showroom assets, fenceline displays or trade show booths.



Additional Assistance

Looking for something else? Reach out to our team at Marketingdept@Diamondmowers.com

HOW TO ACCESS DIAMOND ON DEMAND

- 1 Visit Diamondmowers.com
- 2 Click on the exclusive "For Dealers" section in the top-right corner.
- 3 Create a username and password to set up your free account.
- 4 You're in! Access all resources, anytime!



DIVE INTO DIAMOND ON DEMAND

Create your account today!



HOME TAB

- » Updates & News
- » Current Promos
- » Dealer Onboarding
- » Diamond Gear Store

DM360

DM360

- » Become a Dealer
- » JCB LiveLink
- » Documentation & Collateral
- » Social Media Posts
- » Videos & Media Kit



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DIAMOND CARE TAB

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- » Product Registrations
- » Service Videos
- » Parts Books
- » Processing a Claim



THE RIGHT PARTS AT THE RIGHT TIME

Since launching the Priority Parts Program in 2025, we've delivered 98% on-time performance across more than 400 of the most commonly purchased parts—helping dealers and end users minimize downtime and keep machines running.

For 2026, we're expanding the program to deliver even greater value:

- » Adding 30+ additional high-demand parts to the Priority Parts list.
- » Continuing to provide next-day and 24-hour shipping options for urgent needs.
- » Reinforcing our commitment to dealer success and end-user experience through faster, more reliable fulfillment.

TRANSPORTATION WINS FOR OUR DEALERS

- After a year of hard work negotiating with carriers, we're excited to announce:
 - » Zero freight cost increase in 2026
 - » All LTL freight will ship with guaranteed delivery.
 - » Next Day Air and 2nd Day Parcel rates will be similar to our 2025 standard rates.

Predictable costs and reliable delivery, so you can plan with confidence and keep customers happy.

UNMATCHED CUTTING TOOL PRICING

- We've significantly reduced pricing on forestry cutting tools—including mulching teeth, flail knives, and rotary blades.
- Our dealer pricing is now market-leading, ensuring you stay competitive and profitable.

TAILORED FOR YOUR TERRITORY

- Call the Diamond Parts Business Team to customize your promotional strategy for your geographic territory and growing season.
- We'll help you forecast demand, bundle the right parts, and maximize your promotional opportunities.

parts: 888.960.0361 **email:** parts@diamondmowers.com

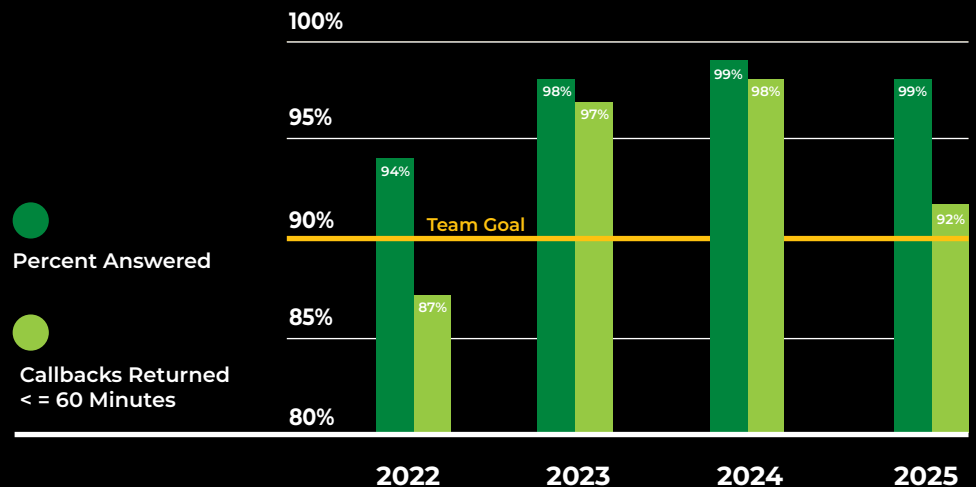
MAXIMIZE PROFITABILITY WITH DIAMOND'S PARTS PROMOTIONAL CALENDAR

- Our Promotional Calendar is designed to help dealers lower costs and increase profitability by bundling larger stocking orders during key seasonal windows. This strategy has proven to:
 - » Drive down unit cost through volume-based discounts.
 - » Improve freight efficiency—orders over \$5,000 qualify for FREE freight, delivering significant savings.
 - » Align with regional growing seasons, ensuring you have the right parts when demand peaks.
- **Why it matters:**
 - » Larger stocking orders = lower cost per part and higher margins.
 - » Free freight on qualifying orders = instant profitability boost.
 - » Strategic stocking = fewer emergency orders, less downtime, and more uptime in the field.



CUSTOMER SERVICE, STRIVE FOR EXCELLENCE

For 25 years, we've provided industry-leading support, responding quickly to keep customers running smoothly and delivering exceptional service to our dealers.



CUSTOMER CARE - DIAMOND ON DEMAND

At Diamond, we are committed to equipping our dealers with all the tools needed for success. This commitment drives our ongoing investment in improving Diamond on Demand, as described in the Diamond Marketing section.

This platform provides access to essential resources for training, support, and service, specifically under the **Diamond Care** and **Training** tabs.

- Video library including:
 - » Service videos for common repairs
 - » In-service videos
- Equipment documentation
 - » Parts Books
 - » Operations Manuals
- Product Updates
- Technical Tips

WARRANTY PROCESS

To process a claim, simply:

- 1 Call us at **888.960.0364** before starting any repairs
- 2 Diamond will authorize the repair, ship parts, and provide flat-rate labor.
- 3 Send completed work order to **Warranty@Diamondmowers.com** And Diamond will issue credit.

Although our warranty terms do not cover travel expense, we realize there are exceptions to the rule whereby a flexible, common-sense approach that prioritizes our customers is necessary.

