



## V-RAPTOR EXTENDED WARRANTY PROMOTION

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In part to align with the **RELIABILITY** pillar of RED's new **POWER OF RED** campaign, and to further showcase our confidence in the performance and dependability of the new DSMC3 camera system, RED is offering RED Extended Warranty for free to customers who purchase a V-RAPTOR or a V-RAPTOR pack between June 15, 2022-July 31, 2022.

### PROMO DETAILS

- ▶ For new camera sales (V-RAPTOR camera or V-RAPTOR pack) only, beginning June 15, 2022.
- ▶ This promotion will run for a limited time beginning June 15, 2022-July 31, 2022.

Note: RED reserves the right to cancel this promotion at any time in its sole discretion.

### PROCESS

#### PLACE NEW PO/NEW ORDER

Place PO/SO at 0.00 for (780-0045) RED® Extended Warranty - V-**RAPTOR™** with RED upon closing the RAPTOR camera sale with the customer/prior to customer registering their camera.

Include on PO:

- ▶ Serial number of RAPTOR camera sold
- ▶ Date of Sale to Customer

### PROMO FAQs

Q: If I have a RAPTOR camera in stock, am I eligible for this promo?

A: Yes, once sold through to the customer, beginning June 15, 2022 the customer is eligible for the free warranty.

Q: **Can I submit 0.00 Warranty PO's in bulk or** on a monthly basis?

A: No. Please submit the 0.00 PO with required details above, after each closed sale with the customer, so that we can get the Warranty processed immediately.

Q: Are previously sold through Raptor cameras now eligible for this promo?

A: No, promo is based for new camera sales, beginning June 15, 2022.

Q: What data do you have to support your reliability claims?

A: **We've looked at the data, and V-RAPTOR and KOMODO** show a consistent reduction in Service Requests than our previous generation of cameras; customers contact RED Support on average 3x less, making this our most reliable product to date.

Q: What is included in the Extended Warranty Program?

A: Extended Warranty not only provides 4 years of warranty coverage it also includes priority repairs, expedited shipping, and access to the Rapid Replacement Program.