



SB001-2026

To: All Canadian Bourgault Dealers
Attn: Dealer Principals, Sales Managers & Sales Representatives

February 2, 2026

From: Jordan Henderson
Subject: MY27 Kickoff & Order Program Review

SAVE THE DATE!

On Tuesday, February 10th, you will be receiving Bourgault Industries Model Year 2027 Sales Program information packets via emailed Sales Bulletins. Similar to last year, that afternoon (Feb. 10th) we will be hosting a ZOOM meeting where the Model Year 2027 Pricing and Programming will be covered in detail.

Items to be discussed will include:

- Model Year 2027 Pricing Overview – Live on CPQ and Bourgault Builder – Feb. 11th
- New Product Updates:
 - BiC (Bourgault Intelligent Control) – Availability and pricing updates
 - PLDX Opener – Availability and pricing update
 - CDi50 – Availability and pricing update
- Very Early Order Program (VEOP) details – program specifics, changes, and dates
- Used Equipment Program Updates
 - MY27 Move the Used Program
 - PowerUp Your Bourgault Program Update
- Model Year 2027 Dealer Information Package
 - Multi-Unit Discounts
 - Whologoods Aftermarket Discount Schedule
 - Sales Personnel Bonus Criteria
- US-Dealer Specific Items
 - Tariff Update
- Followed by a quick Question and Answer period

Please join me at 2:00 pm Central Standard Time on Tuesday, February 10th via ZOOM for approximately 45 minutes. Attendance is not mandatory but highly recommended!

Webinar link: https://zoom.us/webinar/register/WN_NbPghVwsTh2ho2xHEwhK2w

Sincerely,

A handwritten signature in black ink, appearing to read "J Henderson".

Jordan Henderson

MANAGER, NORTH AMERICAN SALES