

# Primo®

*It's the Season*  
**FOR SAVINGS**



**WITH THE HOLIDAY SEASON QUICKLY APPROACHING NOW IS THE TIME TO OFFER YOUR CUSTOMERS GREAT DISCOUNTS! BETWEEN 11/28/2024 - 12/31/2024, PRIMO WILL BE TEMPORARILY ADJUSTING OUR MAP POLICY. DEALERS MAY OFFER UP TO 20% OFF OF MSRP.**

**ALL DISCOUNTS ARE AT DEALER'S DISCRETION.  
NO REIMBURSEMENTS WILL BE ISSUED.**