



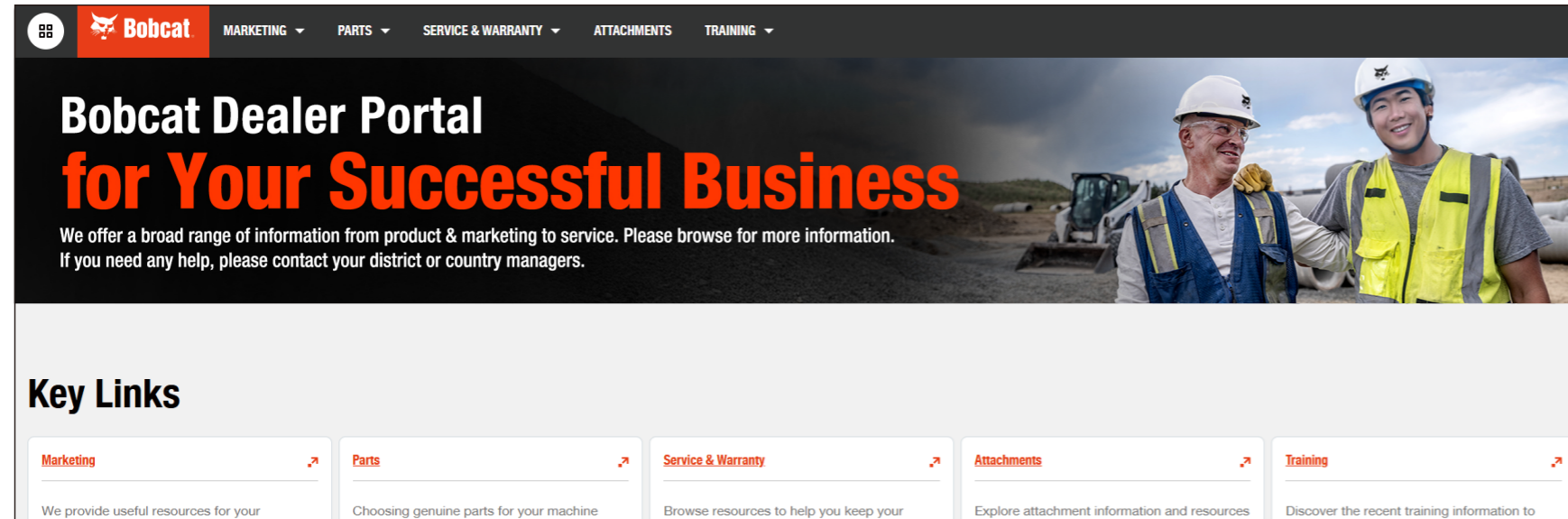
STEP-BY-STEP USER GUIDE

1. WHAT IS BOBCAT DEALER PORTAL?

Bobcat Dealer Portal is our internal dealer platform that holds valuable information for dealers.

The site includes marketing, parts, service, and training information and more. The information available on the Dealer Portal is at your fingertips every day, helping dealers succeed in selling Bobcat products.

* The site was previously called "DealerNET." However, we updated the name to "Dealer Portal" to clearly communicate its purpose as the main hub for dealers to access information.



* This site is CONFIDENTIAL and is intended for use by Bobcat employees and dealers only.

2. HOW TO GET STARTED

DEALER PROFILE

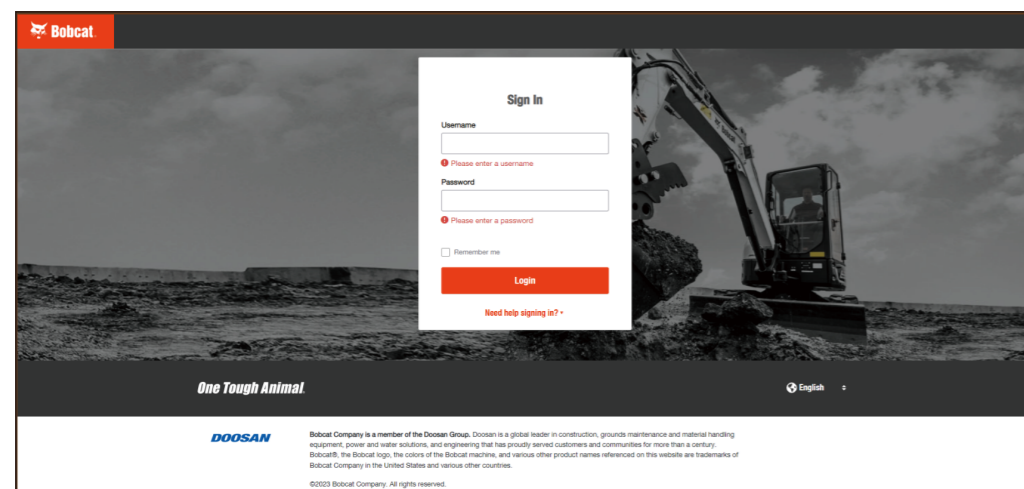
First and foremost, an active Bobcat dealer profile gives you access to all the necessary resources. You should have an individual account that identifies your primary and secondary business function at your dealership. This information identifies you to Doosan Bobcat and ensures that you receive the right information and are eligible for the right programs.

Log in to Bobcat dealer platform at <https://dealer.bobcat.com> and enjoy all the tools Doosan Bobcat provides! For user inquiry, please contact your district or country manager.

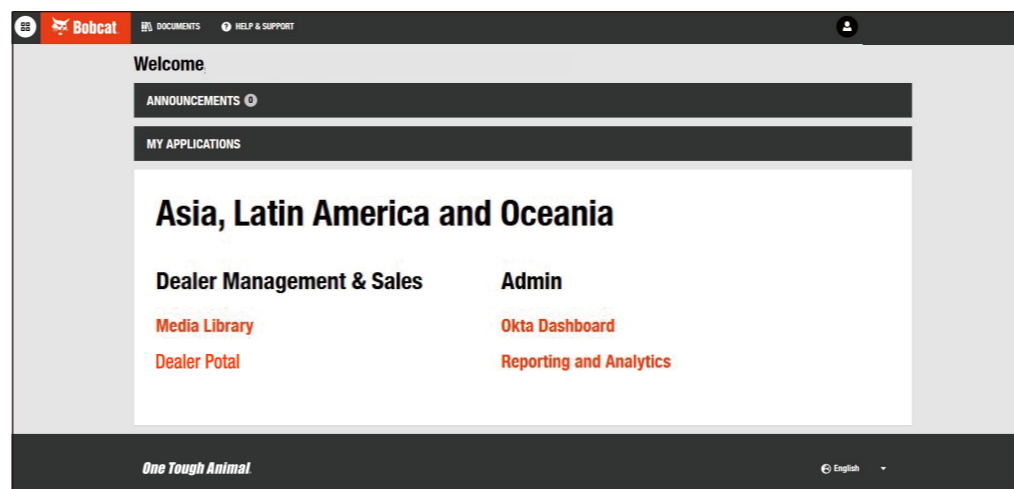
HOW TO ACCESS DEALER PORTAL

You can access Bobcat Dealer Portal using the following two options. Feel free to choose the option that suits your preference.

- Option A: Log in to your Bobcat dealer profile at <https://dealerportal-alao.bobcat.com> ► After logging in, navigate to the menu you are looking for in Dealer Portal.
- Option B: Log in to your Bobcat dealer profile at <https://dealer.bobcat.com> ► After logging in, select "Dealer Portal" from the list ► Navigate to the menu you are looking for in Dealer Portal.



1 Log in to your Bobcat dealer profile at <https://dealer.bobcat.com>



2 After logging in, select "Dealer Portal" from the list. Next, navigate to the menu you are looking for within Dealer Portal.

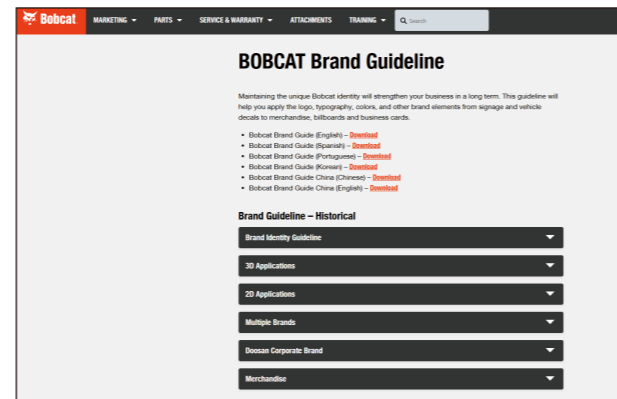
USER MANAGEMENT CONTACT Your District or Country Manager

3. MARKETING RESOURCE

We provide useful resources for your marketing activities. Please take advantage of our resources that will benefit your business.

Here is the list of contents available in the MARKETING RESOURCE menu:

- Brand Center: Download logo files, Bobcat logos by product line, other brand elements, and more
- Co-op Program: Co-op guidelines and procedures
- Create Materials: Design templates
- Image Library: Download images and videos
- Publication Library: Brochures, Leaflets, Worksavers, and more



[Go to Dealer Portal](#) ► MARKETING

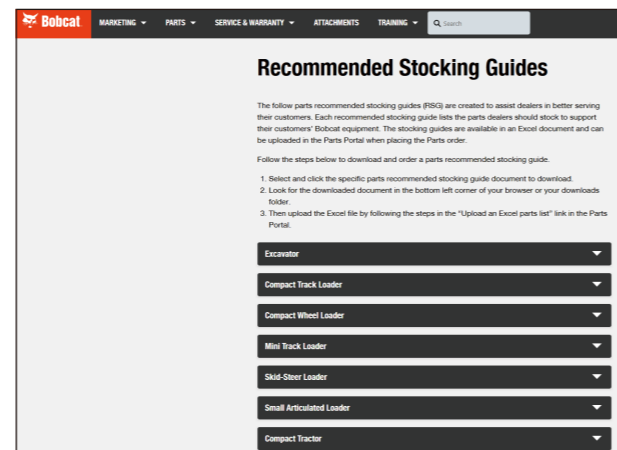
CONTACT Marketing Manager

4. PARTS RESOURCE

You need machines that you can rely on while taking on tough jobs. Choosing genuine parts for your Bobcat equipment helps minimize downtime as well as maintain top machine performance, comfort and convenience. That's because they offer unmatched quality, high durability and most importantly, peace of mind. We offer thousands of parts for our full line of equipment and attachments. Please check them in the PARTS menu.

[Go to Dealer Portal](#) ► PARTS

CONTACT Your District or Country Parts Manager

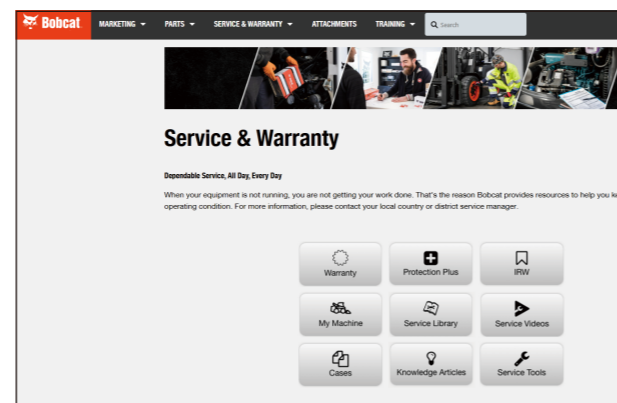


5. SERVICE & WARRANTY RESOURCE

When your equipment is not running, you are not getting your work done. That's the reason Bobcat provides resources to help you keep your machine in top operating condition. For more information, please check the SERVICE & WARRANTY menu in the navigation.

[Go to Dealer Portal](#) ► SERVICE & WARRANTY

CONTACT Your District or Country Service Manager



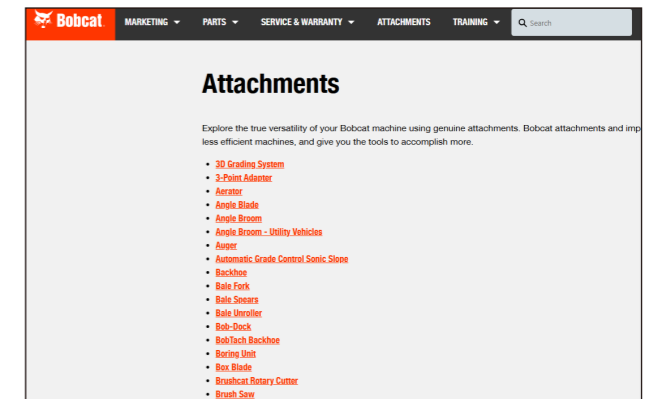
6. ATTACHMENTS RESOURCE

Explore the true versatility of your Bobcat machine using genuine attachments. Bobcat attachments and implements help you grow your business, replace less efficient machines, and give you the tools to accomplish more.

[Go to Dealer Portal](#) ► ATTACHMENTS

(The path to the ATTACHMENTS page may be updated later under the "PRODUCTS" menu.)

CONTACT Your District or Country Manager



7. TRAINING RESOURCE

Discover the recent training information to boost your product knowledge.

Here is the list of contents available in the TRAINING RESOURCE menu:

- Training News: Monthly updated news articles about ALAO training events and contents
- Contents Library: Bobcat Product & Service training archive to support dealers
- Bobcat University: Online training platform for BOBCAT dealers
- Training Center Information: Introducing Bobcat ALAO training center, program and offline training information

[Go to Dealer Portal](#) ► TRAINING

CONTACT Your District or Country Manager





DOOSAN

Bobcat is a member of the Doosan Group. Doosan is a global leader in construction, grounds maintenance and material handling equipment, power and water solutions, and engineering that has proudly served customers and communities for more than a century.

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