



YAMAHA

Make Waves

CX SERIES

U P G R A D E

Y O U R

S O U N D

**UPGRADE BONUS
PROMOTION**

CX SERIES

We are pleased to announce the launch of a new promotion, designed to help you increase sales of CX Series grand pianos.

Yamaha is offering an “Upgrade Bonus” when your customer trades in an existing acoustic piano (any brand, any model, any age) and purchases a new CX Series grand piano. The promotion is open to private customers and institutions, making this the ideal time for them to upgrade their existing acoustic piano to a new CX Series instrument.

In addition to this contribution from Yamaha, you may also agree to offer a further amount, at your discretion, and based on the value and condition of the instrument they wish to trade in.

The Upgrade Bonus amount contributed by Yamaha will be based on which CX Series model the customer purchases – Acoustic, Silent, TransAcoustic or Disklavier.

Similar to our previous U Series Contribution promotion, you should apply the corresponding Yamaha Upgrade Bonus amount to the customer’s invoice at the point of purchase. They must provide you with their unique 5-digit code, which should then be included on their invoice documentation. Following the sale, you should apply for a reimbursement from Yamaha, using our Dealer Claims Portal.

UPGRADE BONUS AMOUNTS

MODEL	EUR	GBP	PLN	CHF	SEK	NOK	DKK	HUF	RON
CX Series Acoustic	1500	1250	6750	1500	16500	16500	11250	600000	7500
CX Series Silent	2000	1800	9000	2000	22000	22000	15000	800000	10000
CX Series TransAcoustic	3000	2500	13500	3000	33000	33000	22500	1200000	15000
CX Series DisklavierENSPIRE	4000	3500	18000	4000	44000	44000	30000	1600000	20000

Only includes: C1X, C2X, C3X, C5X, C6X & C7X models. C3 Studio & C2X espresso are not included.

CLAIMS PROCESS

At the point of purchase, your customer should visit the campaign webpage by scanning this QR code, which can also be found on the printed materials.



Customer Registration

The customer should then create a YAMAHA MUSIC CONNECT account by following the instructions on screen. After completing the online registration they will receive an email. They should click the link in the email which will reveal their unique 5-digit code. The customer should present this code to you at the checkout.

This process must be followed in order to claim back the Upgrade Bonus from Yamaha.

Dealers should deduct the Upgrade Bonus amount from the customer’s invoice at the point of purchase, based on the model that they purchase. During the purchase dealers should complete the following process to be reimbursed by Yamaha. We will issue a credit to your account within 21 business days.

At the point of purchase, dealers should visit the Dealer Claims Site:

<https://hub.europe.yamaha.com/cx-series-upgrade-dealer-portal>

To activate the claim process, you must enter the customer’s unique 5-digit code. Please complete the claim form by including all of the requested details. If the piano is not currently in stock then you do not need to include the serial number (please note that we will request this later to authorise your claim).

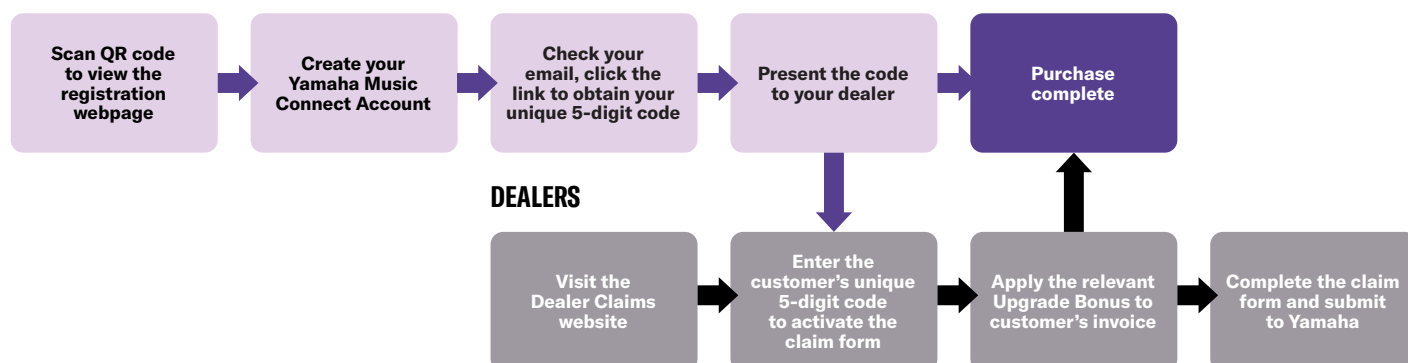
When registering your reimbursement claim you must upload:

- a copy of the customer’s invoice
- a photo of the piano which they are trading in
- a photo of their existing piano’s serial number



Also access the site by scanning this QR code

CUSTOMERS





PROMOTIONAL SUPPORT

We will supply the following items to help you promote the CX Upgrade campaign.

PRINTED FLYERS

IN-STORE DISPLAY CARD

DIGITAL DISPLAY BANNERS

SOCIAL MEDIA ASSETS



> [You can download the digital assets here](#)

TERMS & CONDITIONS

Please note that this promotion is only available when pianos are purchased in the store (not online).

You can view the full terms and conditions here:

> [Yamaha Upgrade Bonus](#)

We hope that you can take advantage of this high-value promotion by contacting your customer database and reaching out to private customers, schools, music academies, theatres, churches, recording studios and any businesses who might be looking to upgrade their existing piano or pianos.

For more information please contact your local YAMAHA representative.

PIANO DIVISION, YAMAHA MUSIC EUROPE