



# COOLSHOT GOLF RANGEFINDERS

Dealer Resource Guide 2024

Effective January 2024



OFFICIAL RANGEFINDER  
OF THE LPGA & LET

# GOLF LASER RANGEFINDERS

## Give Your Game an Edge.

Experience Nikon's flagship golf rangefinder, the COOLSHOT PROII STABILIZED—designed to provide a clearer, more accurate view than ever before. In addition to Nikon's renowned high-performance optics, the COOLSHOT PROII STABILIZED has a powerful optical stabilization feature that reduces the effect of hand shake by about 80% while simultaneously aligning the image in the finder using its built-in laser.



## COOLSHOT PRO II STABILIZED

Golf Laser Rangefinder



**HYPER READ**



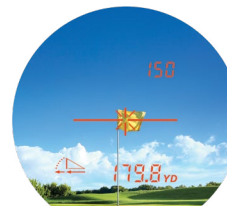
**Actual Distance (Slope Off) Indicator**  
Actual Distance Indicator confirms that the slope measurement function (ID Technology) is turned off.

Notes	Product Number	UPC	Product Description	Suggested Retail Price (SRP)	Dealer Cost (each)	Recommended MVP Pricing †
<b>COOLSHOT PROII STABILIZED</b>						
<b>C</b>	16758	018208167586	COOLSHOT PROII STABILIZED	\$ 449.95	\$ XXX.XX	\$ 449.95

- 8-1,200 yard measurement range.
- Stabilized optics and laser to provide the fastest and most accurate operation in the COOLSHOT series, even single-handed.
- ID (Incline/Decline) Technology displays the slope-adjusted distance, in addition to the actual distance, for an uphill or downhill shot.
- Multilayer coated optics feature multiple layers of anti-reflective coating to maximize light transmission, brightness and contrast.
- HYPER READ provides quick and stable measurement response regardless of distance (Approx. 0.3 seconds).
- DUAL LOCKED ON ECHO technology displays a green-lit circle and emits an audible sound to clearly inform that the distance to the flagstick is reported, rather than the trees in the background.
- ACTUAL DISTANCE INDICATOR—External green LED confirms ID Technology (slope) is off.
- 8-Second continuous measurement. Press and hold the power button to continuously measure single or across multiple targets.
- OLED display with auto brightness and high visibility red display provides ideal contrast in all lighting conditions.
- Wide field of view at 7.5 degrees—gets you on target faster.
- High-quality 6x monocular with multilayer coating for bright, clear images.
- Diopter adjustment function.
- Large ocular and long eye relief affords easy viewing with or without eyeglasses.
- Waterproof and fogproof – O-ring sealed and Nitrogen purged for total reliability in all weather.
- 5-year warranty.

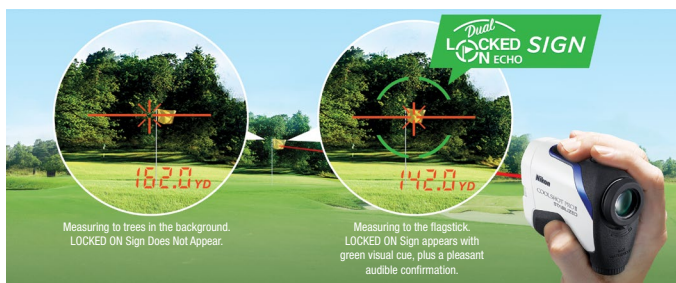


**Unstable View**



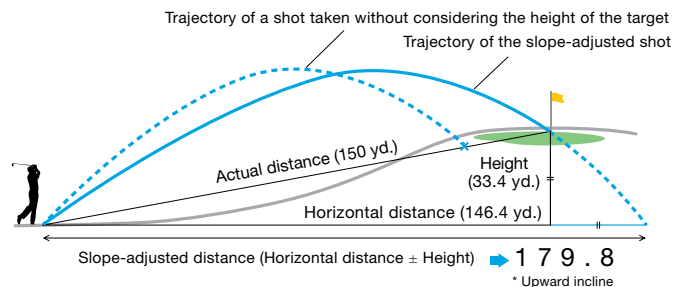
**Stable View**

The effect of STABILIZED: Vibrations of the image in the viewfinder caused by hand movement (sinusoidal waves) are reduced to 1/5 or less. (Based on Nikon's measurement standards).



### DUAL LOCKED ON ECHO technology.

The DUAL LOCKED ON ECHO technology gives a green visual cue plus a pleasant audible confirmation that you're measuring the pin, not a tree or other object behind it.



### ID Technology helps you choose the right club.

When ID Technology mode is selected, COOLSHOT PROII STABILIZED, COOLSHOT 50i and COOLSHOT 20i GIII display the slope-adjusted distance (Horizontal distance ± Height), which becomes your guide for how far you should hit the ball.



# GOLF

## LASER RANGEFINDERS

### Game on.

Meet the COOLSHOT 50i—enjoy fast, accurate measurements with DUAL LOCKED ON QUAKE for visual and vibration flagstick confirmation. Nikon's ID Technology provides accurate measurements to incorporate the slope of uphill and downhill shots. The COOLSHOT 50i also offers a sharp, high-contrast OLED display, rainproof construction and a convenient built-in mounting magnet.



## COOLSHOT 50i

Golf Laser Rangefinder



Notes	Product Number	UPC	Product Description	Suggested Retail Price (SRP)	Dealer Cost (each)	Recommended MVP Pricing †
<b>C</b>	16760	018208167609	COOLSHOT 50i	\$ 299.95	\$ XXX.XX	\$ 299.95

- 6-1,200 yard measurement range.
- ID (Incline/Decline) Technology displays the slope-adjusted distance, in addition to the actual distance, for an uphill or downhill shot.
- Multilayer coated optics feature multiple layers of anti-reflective coating to maximize light transmission, brightness and contrast.
- Built-in mounting MAGNET\*, the COOLSHOT 50i safely connects to metal surfaces—your cart or even your bag carrier.
- DUAL LOCKED ON QUAKE technology displays a red circle in the center of the viewfinder and emits a gentle vibration to clearly inform that the distance to the flagstick is reported, rather than the trees in the background.
- ACTUAL DISTANCE INDICATOR—External green LED confirms ID Technology (slope) is off.
- 8-Second continuous measurement. Press and hold the power button to continuously measure single or across multiple targets.
- High visibility OLED display with user selectable brightness provides ideal contrast in all lightning conditions.
- 6 degree field of view gets you on target faster.
- High-quality 6x monocular with multilayer coating for bright, clear images.
- Diopter adjustment function.
- Large ocular and long eye relief affords easy viewing with or without glasses.
- Rainproof to keep you playing regardless of a little rain.
- 5-year warranty.

\*When attaching to magnetic metals using the rangefinder's internal magnet, make sure that the rangefinder is securely set in place. It may fall due to vibration or impact. Users of medical devices such as cardiac pacemakers should not use this product and its accessories. Magnets built into the product and accessories can cause medical device malfunctions. Also, keep credit cards and electronic media away from this product and its accessories. Recorded data may get corrupted.



# GOLF

## LASER RANGEFINDERS

### Reliably Fast. Reliably Accurate.

Discover the COOLSHOT 20i GIII and COOLSHOT 20 GIII—accurately target the flagstick using First Target Priority mode and get a clear confirmation vibration with LOCKED ON QUAKE when you hit it. ID Technology in the COOLSHOT 20i GIII provides both actual and slope-adjusted distances for accurate measurement of uphill and downhill shots.



## COOLSHOT 20i GIII

Golf Laser Rangefinder



Notes	Product Number	UPC	Product Description	Suggested Retail Price (SRP)	Dealer Cost (each)	Recommended MVP Pricing <sup>T</sup>
<b>C</b>	16781	018208167814	COOLSHOT 20i GIII	\$ 239.95	\$ XXX.XX	\$ 239.95



- Measurement range: 6-800 yds.
- ID (Incline/Decline) Technology displays the slope-adjusted distance in addition to the actual distance, for an uphill or downhill shot.
- LOCKED ON QUAKE confirms you've hit the flag and not something in the background. It provides a gentle vibration as a cue to signify you're measuring the pin, not a tree or other object behind it.
- Select Actual Distance mode for tournament compliance.
- First Target Priority algorithm for displaying the distance to the closest subject when measuring overlapping subjects.
- Diopter adjustment function.
- Displays in 1-yard increments.
- High-quality 6x monocular with multilayer coating for bright, clear images.
- Single or continuous measurement (up to 8 seconds) allows for quick, easy measurements to multiple targets.
- ± 1-yard accuracy (under 100 yards), ± 2-yard accuracy (over 100 yards).
- Long Eye Relief for use with sunglasses or eyeglasses.
- Compact, lightweight and ergonomic design. This truly pocketable rangefinder is perfect for those who prefer to walk the course.
- Rainproof (IPx4).
- 5-year warranty.

## COOLSHOT 20 GIII

Golf Laser Rangefinder



Notes	Product Number	UPC	Product Description	Suggested Retail Price (SRP)	Dealer Cost (each)	Recommended MVP Pricing <sup>T</sup>
<b>C</b>	16780	018208167807	COOLSHOT 20 GIII	\$ 199.95	\$ XXX.XX	\$ 199.95



- Measurement range: 6-800 yds.
- First Target Priority algorithm for displaying the distance to the closest subject when measuring overlapping subjects.
- LOCKED ON QUAKE confirms you've hit the flag and not something in the background. It provides a gentle vibration as a cue to signify you're measuring the pin, not a tree or other object behind it.
- High-quality 6x monocular with multilayer coating for bright, clear images.
- Single or continuous measurement (up to 8 seconds) allows for quick, easy measurements to multiple targets.
- Diopter adjustment function.
- Displays in 1-yard increments.
- ± 1-yard accuracy (under 100 yards), ± 2-yard accuracy (over 100 yards).
- Long Eye Relief for use with sunglasses or eyeglasses.
- Compact, lightweight and ergonomic design. This truly pocketable rangefinder is perfect for those who prefer to walk the course.
- Rainproof (IPx4).
- 5-year warranty.



# CLEANING ACCESSORIES



## LensPen® Pro Kit

Part#: 8228 UPC: 018208082285  
Sugg. Retail: \$28.95 Dealer Cost: \$XX.XX



## LensPen®

Part#: 7072 UPC: 018208070725 Sugg. Retail: \$11.95 Dealer Cost: \$X.XX



## Micro Fiber Cleaning Cloth Large

Part#: 16142 UPC: 018208161423 Sugg. Retail: \$8.95 Dealer Cost: \$X.XX



## Micro Fiber Cleaning Cloth

Part#: 8072 UPC: 018208080724 Sugg. Retail: \$5.95 Dealer Cost: \$X.XX

## UNIVERSAL DATA SHEET

PROD#	DESCRIPTION	GIFT BOX					QTY	INNER CARTON					QTY	MASTER CARTON					COUNTRY OF ORIGIN
		LENGTH inches	WIDTH inches	DEPTH inches	INCHES <sup>3</sup>	WEIGHT ounces		LENGTH inches	WIDTH inches	DEPTH inches	INCHES <sup>3</sup>	WEIGHT pounds		LENGTH inches	WIDTH inches	DEPTH inches	INCHES <sup>3</sup>	WEIGHT pounds	
16758	COOLSHOT PROII STABILIZED	6.69	3.94	4.57	120.34	20.81	20	20.28	13.80	9.55	2,671.20	27.67	20	21.30	14.82	10.57	3,337.38	26.90	CHINA
16760	COOLSHOT 50i	6.69	3.94	4.57	120.34	12.28	20	20.28	13.80	9.55	2,671.20	17.54	20	21.30	14.82	10.57	3,337.38	26.90	MYANMAR
16666	COOLSHOT 20i GII	6.38	4.61	3.01	88.48	10.51	20	32.48	10.04	7.28	2,375.01	15.33	20	33.07	10.63	8.27	2,906.44	17.53	MYANMAR
16667	COOLSHOT 20i GII	6.38	4.61	3.01	88.48	10.51	20	32.48	10.04	7.28	2,375.01	15.33	20	33.07	10.63	8.27	2,906.44	17.53	MYANMAR
16780	COOLSHOT 20i GIII	3.54	4.80	3.90	66.33	11.29	10	18.31	10.35	5.12	970.18	9.13	10	18.31	11.02	5.91	1,191.79	11.21	MYANMAR
16781	COOLSHOT 20i GIII	3.54	4.80	3.90	66.33	11.29	10	18.31	10.35	5.12	970.18	9.13	10	18.31	11.02	5.91	1,191.79	11.21	MYANMAR

## LASER RANGEFINDERS

	COOLSHOT PROII STABILIZED	COOLSHOT 50i	COOLSHOT 20i GIII	COOLSHOT 20i GII
Model	6x21 LRF	6x22 LRF	6x20 LRF	6x20 LRF
Product Number	16758	16760	16781	16780
Measurement Range* (yds)	8-1,200	6-1,200	6-800	6-800
Max Range (reflective)* (yds)				
Max Range (tree)** (yds)	1,200/500 to flagstick	1,200/400 to flagstick	800/300 to flagstick	800/300 to flagstick
Increment Reading (yds)	0.2	0.2	1	1
Accuracy** (actual distance in yds)	±0.75yd. (<700yds.) ±1.25yds. (700yds. to <1,000yds.) ±1.75yd. (1,000yds.+)	±1yd. (<100yds.) ±2yds. (100yds. to <1,000yds.) ±0.5yd. (1,000yds.+)	±1/yd. (<100yds.) ±2/yds. (100/yds.+)	±1/yd. (<100yds.) ±2/yds. (100/yds.+)
Viewfinder Display	m/YD	m/YD	m/YD	m/YD
Magnification	6x	6x	6x	6x
Angular Field of View (Real)	7.5°	6°	6°	6°
FOV @ 100 yds. (ft.)	39.3	31.4	31.4	31.4
Eye Relief (mm)	18	17	16.7	16.7
Diopter Adjustment	±4 m-1	±3 m-1	±4 m-1	±4 m-1
Power Source	1 CR2 lithium	1 CR2 lithium	1 CR2 lithium	1 CR2 lithium
Size (LxHxW) Inches	3.9 x 3.0 x 1.7	3.9 x 3.0 x 1.5	3.6 x 2.9 x 1.5	3.6 x 2.9 x 1.5
Weight (w/o batteries) (oz.)	6.3	6.2	4.6	4.6
Objective Diameter (mm)	21	22	20	20
Exit Pupil (mm)	3.5	3.7	3.3	3.3
Laser Classification	IEC60825-1: Class 1M/Laser Product FDA/21 CFR Part 1040.10:Class 1 Laser Product			
Electromagnetic Compatibility	FCC Part15 SubPartB class B, EU-EMC directive, ICES-3			
Environment	RoHS, WEEE			

## REPLACEMENT PARTS: LASER RANGEFINDERS

PROD#	DESCRIPTION	CASE	STRAP	BATTERY COVER
16758	COOLSHOT PROII STABILIZED	16761		16752
16760	COOLSHOT 50i	16762		16252
16666	COOLSHOT 20i GII	16251	16263	16252
16667	COOLSHOT 20i GII	16251	16263	16252
16780	COOLSHOT 20i GIII	16787		16252
16781	COOLSHOT 20i GIII	16787		16252

The technology behind the Laser Rangefinder with inclinometer originated from technology incorporated in Nikon's Total Station DTM-1 surveying instrument. The Total Station DTM-1, first sold in 1985, was the first highly advanced electronic model of those surveying instruments that incorporated a distance and angle measuring capability developed by Nikon Corporation.

\*Under Nikon's measurement conditions and Reference value. \*\*Under Nikon's measurement conditions. The specifications of the product may not be achieved depending on the target object's shape, surface texture and nature, and/or weather conditions.

†Actual Distance (upper): every 1m/yd., Actual Distance (lower): every 0.5m/yd., Horizontal or Slope-Adjusted Distance (lower): every 0.2m/yd., Height (upper): every 0.2m/yd. (under 100m/yds.), every 1m/yd. (under 100m/yds. and over)

# NIKON FULL LINE SPORT OPTICS RETAIL DEALER GENERAL SALES TERMS AND CONDITIONS

EFFECTIVE AS OF JANUARY 1, 2024

## CONDITIONS OF SALE

- A. An Authorized NIKON Full Line Sport Optics Retail Dealer ("DEALER") is one who (i) is authorized by NIKON INC. ("NIKON") to purchase for resale to end users only ("Retail Customers") within the United States of America ("US") the products listed in the NIKON Full Line Sport Optics 2024 Dealer Resource Guide ("Product(s)"); and (ii) complies with these Nikon Full Line Sport Optics Retail Dealer General Sales Terms and Conditions ("General Sales Terms and Conditions"). THE POSSESSION OF A NIKON FULL LINE SPORT OPTICS RETAIL DEALER RESOURCE GUIDE DOES NOT CREATE AN AUTHORIZED NIKON FULL LINE SPORT OPTICS RETAIL DEALER RELATIONSHIP.
- B. All purchase orders placed by DEALERS are subject to NIKON's approval and acceptance and NIKON reserves the right to reject any purchase order in whole or in part, placed by DEALER. No purchase order shall be deemed accepted by NIKON unless acknowledged by NIKON in writing or by delivery of Products in either whole or part fulfillment thereof. NIKON reserves the right to cancel any back order without prior notice.
- C. NIKON reserves the right without prior notice to change all prices, Product and Product specifications, and any of the terms and conditions contained in these General Sales Terms and Conditions.
- D. All sales of Products to DEALERS are subject to the terms and conditions contained in these General Sales Terms and Conditions. NIKON hereby rejects any terms and conditions contained in purchase orders or other business forms when such terms or conditions are contrary to, in addition to, or inconsistent with those contained in these General Sales Terms and Conditions.
- E. DEALER'S submission of a purchase order, whether physically or electronically, for Products constitutes DEALER's acceptance of these General Sales Terms and Conditions.

## YEARLY PURCHASE REQUIREMENT

DEALER is required to purchase a minimum of \$1,000.00 of Products per year commencing on January 1 and ending the next following December 31 ("Purchase Requirement Year"). Back orders in existence at the end of the Purchase Requirement Year will not be counted towards DEALER's yearly purchase requirement. DEALERS appointed after January 1 will have their yearly minimum purchase requirement pro-rated from their date of appointment through the end of the Purchase Requirement Year.

## DEALER RESPONSIBILITIES

- A. DEALER shall maintain a retail location which, in NIKON's reasonable judgment, shall be appropriate for the demonstration and sale of Products to Retail Customers.
- B. DEALER shall carry in stock and display an inventory of Products in a position at least equal to and as prominent as that of any competitive products so as to enable DEALER to properly display and promote such Products to their best advantage.
- C. DEALER shall train and maintain fully qualified personnel, in accordance with its usual and customary practice, who will (i) have complete knowledge of the specifications, features and performance of Products, and (ii) devote adequate time and effort to actively promote, demonstrate, and sell Products.
- D. DEALER shall advertise and actively promote to the best of DEALER's ability the Products.
- E. DEALER shall properly display NIKON's applicable warranty to all Retail Customers prior to their purchasing Product.
- F. DEALER shall act with due regard for the reputation of NIKON, its Products and favorably present NIKON and its Products to Retail Customers.
- G. DEALER shall advertise and sell Products with all the supplied components that Products are packed with by NIKON and not "strip" any of the Products and sell their components separately.
- H. DEALER shall not advertise or sell used Products as new, or engage in "bait and switch" sales practices or any other unethical or illegal tactics or practices with Retail Customers.
- I. DEALER shall not advertise or sell equipment which would confuse or mislead the Retail Customer as to the source or quality of the goods in question so as to impair the reputation or goodwill of NIKON and its Products.
- J. DEALER shall not incorporate or use the word "NIKON" in or as part of the trade name, corporate name or title under which DEALER conducts business or represent that DEALER is an "Authorized NIKON DEALER" for products DEALER has not been authorized to purchase from NIKON.
- K. In all activities as an Authorized NIKON DEALER for Products, DEALER shall act as a principal in DEALER's own behalf and shall not be considered in any manner as an agent, representative or employee of NIKON. DEALER is not authorized in any way to obligate or bind NIKON.
- L. DEALER's status as an Authorized NIKON DEALER for Products is personal to DEALER and is not assignable or transferable in whole or part nor can DEALER appoint any person, firm, company or other entity to act for or instead of it without NIKON's prior written consent. Any change in DEALER's ownership (including but not limited to the transfer of shares of DEALER's stock or DEALER'S ownership interest), control or management shall be deemed an assignment or transfer for the purpose of this clause.
- M. DEALER shall not, directly or indirectly, sell, ship, transmit, send, distribute, deliver or transship any Product to any person or entity that is not a Retail Customer within the U.S., e.g., transshipping to other dealers, resellers or distributors even if they are a NIKON Authorized dealer, reseller or distributor, or an affiliate or related entity of DEALER, violates these General Sales Terms and Conditions and is not permitted.
- N. DEALER shall sell Products only under the business name (including d/b/a) registered with NIKON and listed on NIKON's invoice or statement to DEALER.
- O. DEALER shall provide NIKON with their company email address in order to receive communications from NIKON regarding the Nikon Sport Optics MVP Policy as well as any of NIKON's sales, advertising and promotional programs and open and read all emails from NIKON promptly after receipt. Unless NIKON receives your company's email address, DEALER will not receive communications from NIKON regarding NIKON's MVP Policy as well as any of Nikon's sales, advertising and promotional programs.

## CREDIT, BILLING AND INVOICING TERMS

- A. DEALER'S credit shall be established in each instance with NIKON's Credit Department and NIKON reserves the right to refuse to ship any accepted orders if at any time, in NIKON's opinion, DEALER'S credit standing becomes impaired or unsatisfactory to NIKON. NO ORDER WILL BE ACCEPTED ON A CASH ON DELIVERY (C.O.D.) BASIS. Credit terms shall be those that are published and in effect on the date an order is shipped. Failure to comply with NIKON's credit terms may result in the termination of your business relationship with NIKON as an Authorized Nikon Dealer for Products and DEALER'S right to purchase the Products.
- B. NIKON will bill for Products according to the prices in effect on the date of shipment to DEALER. Any applicable taxes will be added by NIKON to DEALER's bill where NIKON has the legal obligation to collect same and DEALER agrees to pay such taxes unless DEALER provides NIKON with an appropriate tax exemption certificate.
- C. INVOICE DATE DETERMINES APPLICABLE INVOICING TERMS. With respect to dating programs, in the event of non-payment of an installment within its terms, NIKON may, at its option, require immediate payment of any part or all of the remaining installments without discount allowance.

## SHIPPING TERMS

NIKON will pay transportation costs of shipments \$1,000 Net or more. All shipments are F.O.B. from the NIKON facility from which the Products are shipped. TITLE AND RISK OF LOSS TO THE PRODUCTS TRANSFERS TO THE DEALER UPON DELIVERY TO THE CARRIER. The method of transportation is at the discretion of NIKON. Backorders will be shipped pre-paid if part of an original order that amounts to \$1,000 Net or more. ANY ADDITIONAL FREIGHT OR SPECIAL HANDLING CHARGES INCURRED DUE TO SPECIAL SHIPPING REQUIREMENTS OF THE DEALER WILL BE FOR THE ACCOUNT OF THE DEALER AND WILL BE ADDED TO THE INVOICE.

## CLAIMS-DELIVERY

ALL CLAIMS FOR DAMAGE, CARTON SHORTAGE, PILFERAGE OR NON-DELIVERY MUST BE MADE BY DEALER TO THE DELIVERING CARRIER AS NIKON IS NOT RESPONSIBLE FOR SUCH CLAIMS. UPON REQUEST OF THE DEALER, NIKON WILL COOPERATE IN PRESENTING THE CLAIM TO THE CARRIER PROVIDED NIKON IS NOTIFIED (A) IN THE CASE OF DAMAGE, CARTON SHORTAGE OR PILFERAGE, WITHIN THREE (3) WORKING DAYS AFTER RECEIPT OF SHIPMENT AND THE PROPER CLAIM EXCEPTION HAS BEEN NOTED ON THE DELIVERY RECEIPT; (B) IN THE CASE OF DAMAGE OR PILFERAGE, NOT READILY APPARENT AT TIME OF DELIVERY, WITHIN TEN (10) DAYS AFTER RECEIPT OF SHIPMENT PROVIDED SHIPMENT IS LEFT INTACT UNTIL EXAMINATION IS MADE BY CARRIER; AND (C) IN THE CASE OF NON-DELIVERY, IN WRITING WITHIN TEN (10) DAYS FROM DATE OF INVOICE.

## RETURNS

A. RETURNS FOR SERVICE - must be prepaid and sent to the address indicated at [www.nikonusa.com/service](http://www.nikonusa.com/service) addressed to the attention of the NIKON Service Department:

B. RETURNS FOR CREDIT - All Products are sold without return privileges. NIKON may at its discretion, accept returns for credit. Request for Product Return Authorization must be made in writing to NIKON Sports and Recreational Optics, 1300 Walt Whitman Road, Melville, New York 11747-3064, or by email to [srorarequest.us@nikon.com](mailto:srorarequest.us@nikon.com).

All returns must be accompanied by a NIKON Product Return Authorization Form. Such returns must be currently sold by NIKON, new and unopened and are subject to a restocking charge of fifteen percent (15%). DEALER will receive a credit for returns at the net price originally billed to DEALER less any discounts or protection received by DEALER except that Products marked as discontinued by NIKON will be credited at an amount determined by NIKON. PRODUCTS RETURNED WITHOUT AUTHORIZATION FROM NIKON WILL BE RETURNED AT THE DEALER'S EXPENSE. ALL AUTHORIZED RETURNS MUST BE SHIPPED PREPAID AND DELIVERED TO A CERTIFIED CARRIER WITHIN FIFTEEN (15) DAYS OF ISSUANCE OF

THE PRODUCT RETURN AUTHORIZATION.

C. RETURNS OF DEFECTIVE PRODUCT require prior written approval, in the form of a Product Return Authorization. Request for Product Return Authorization must be made in writing to NIKON Sports and Recreational Optics, 1300 Walt Whitman Road, Melville, New York 11747-3064, or by email to [srorarequest.us@nikon.com](mailto:srorarequest.us@nikon.com).

Products must be currently sold by NIKON, new, unmarked and in original packaging with all warranty information and components as originally supplied. All such Products are subject to inspection and verification by NIKON. Products will at NIKON's option, either be repaired or exchanged on a unit-by-unit basis. RETURNS OF DEFECTIVE PRODUCT MUST BE SHIPPED PREPAID BY THE DEALER VIA A CERTIFIED CARRIER. ENCLOSED WITH THE SHIPMENT MUST BE A COPY OF THE NIKON PRODUCT RETURN AUTHORIZATION FORM AND A LETTER WHICH CLEARLY EXPLAINS THE PROBLEM.

All returns under Paragraphs B. and C. directly above must be sent to: NIKON INC.  
4900 Creekside Parkway, Lockbourne, OH 43194  
Attention: RETURNS DEPARTMENT

## CREDIT EXPIRATION AND CANCELLATION

Notwithstanding anything to the contrary contained in these General Sales Terms and Conditions, all credits issued to DEALER under these General Sales Terms and Conditions, including without limitation, credits for returns and charge-backs, become effective on the date the credit is authorized, issued and posted by NIKON to the DEALER's account (the "Credit Effective Date") and thereafter must be used and applied by the DEALER during the twelve-month period immediately following the Credit Effective Date (the "Credit Effective Period"). All such credits not used and applied by the DEALER during the Credit Effective Period will expire, and are automatically cancelled at the end of the Credit Effective Period.

## WARRANTIES

DEALER shall not make any representations or warranties with respect to the quality, features or performance of Products which are contrary to, in addition to, or inconsistent with those described in literature published by NIKON. OTHER THAN THE WARRANTY SET FORTH IN NIKON'S WARRANTY CARD SHIPPED WITH ITS PRODUCTS, NIKON MAKES NO WARRANTIES EITHER EXPRESSED OR IMPLIED, INCLUDING WITHOUT LIMITATION ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT, NOR SHALL NIKON BE LIABLE FOR ANY INDIRECT, PUNITIVE, SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES FOR ANY REASON WHATSOEVER.

## LIABILITY

NIKON'S LIABILITY ON ANY CLAIM OF ANY KIND FROM THE MANUFACTURE, SALE, DELIVERY, RESALE, REPAIR, SERVICE OR USE OF ANY NIKON PRODUCT SHALL IN NO CASE EXCEED THE PRICE APPLICABLE TO THE PRODUCT OR PART THEREOF WHICH GIVES RISE TO THE CLAIM. IN NO EVENT SHALL NIKON BE LIABLE FOR INDIRECT, PUNITIVE, SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES FOR ANY REASON WHATSOEVER.

## TERMINATION

EXCEPT AS OTHERWISE STATED IN THESE GENERAL SALES TERMS AND CONDITIONS, DEALER'S BUSINESS RELATIONSHIP WITH NIKON AS AN AUTHORIZED NIKON DEALER FOR PRODUCTS AND DEALER'S RIGHT TO PURCHASE PRODUCTS SHALL AUTOMATICALLY TERMINATE ON DECEMBER 31, 2024 UNLESS SPECIFICALLY RENEWED IN A WRITING SIGNED BY NIKON. EITHER THE DEALER OR NIKON MAY TERMINATE THIS AUTHORIZED DEALER RELATIONSHIP, WITH OR WITHOUT CAUSE, UPON WRITTEN NOTICE.

NIKON SHALL NOT BY REASON OF THE TERMINATION OF THIS AUTHORIZED DEALER RELATIONSHIP OR FOR ANY REASON WHATSOEVER BE LIABLE TO DEALER FOR COMPENSATION, REIMBURSEMENT OR DAMAGES OF ANY KIND EITHER ON ACCOUNT OF PRESENT OR PROSPECTIVE PROFITS OR SALES OR ANTICIPATED SALES OR ON ACCOUNT OF EXPENDITURES, INVESTMENTS OR COMMITMENTS MADE IN CONNECTION WITH SALES OR IN CONNECTION WITH THE ESTABLISHMENT, DEVELOPMENT OR MAINTENANCE OF THE BUSINESS OR GOODWILL OF DEALER, PROVIDED HOWEVER, THAT SUCH TERMINATION SHALL NOT AFFECT THE RIGHTS OR LIABILITIES OF THE PARTIES WITH RESPECT TO PRODUCTS PREVIOUSLY SOLD.

UPON TERMINATION OF THIS AUTHORIZED DEALER RELATIONSHIP, DEALER SHALL CEASE PRESENTING ITSELF AS AN AUTHORIZED NIKON DEALER FOR PRODUCTS, SHALL REMOVE FROM DEALER'S PREMISES ANY SIGNS, DISPLAY CARDS OR OTHER MATERIAL BEARING THE "NIKON" MARK, AND TERMINATE ALL USE OF SUCH MARK AND NIKON'S COPYRIGHTED MATERIALS.

## FOREIGN RESHIPMENT

DEALER SHALL NOT, DIRECTLY OR INDIRECTLY, TRANSMIT, SELL, SHIP, DISTRIBUTE, DELIVER, SEND OR EXPORT ANY PRODUCT OUTSIDE THE US. DEALER shall defend, indemnify and hold NIKON harmless from and against any and all claims, actions, damages, liabilities, costs and expenses including reasonable attorneys' fees asserted against, imposed upon or incurred by NIKON as a result of, relating to or arising out of any violation(s) and/or breach(es) of this paragraph.

## CHOICE OF LAW/JURISDICTION/ATTORNEYS' FEES

The laws of the State of New York, U.S.A., exclusive of its choice of law provisions shall govern these General Sales Terms and Conditions and any claim, controversy or dispute arising under or related to these General Sales Terms and Conditions, the relationship of the parties, and/or the interpretation and enforcement of the rights and duties of the parties. The parties agree that jurisdiction and venue for all actions or suits related to or arising out of these General Sales Terms and Conditions, the relationship of the parties, and/or the interpretation and enforcement of the rights and duties of the parties shall be proper only in federal and state courts located in Suffolk County, New York, U.S.A. The parties hereby consent to the exercise of personal jurisdiction by such courts. Nikon shall be entitled to receive its legal costs including without limitation reasonable attorneys' fees in any actions or suits related to or arising out of these General Sales Terms and Conditions, the relationship of the parties, and/or the interpretation and enforcement of the rights and duties of the parties.

## FINALITY

Notwithstanding anything to the contrary contained in these terms and conditions, all statements, payments, reports, credit memorandums, invoices and allowances are final and binding on DEALER unless DEALER objects in writing to such statement, payment, report, credit memorandum, invoice and/or allowance within ninety (90) days from the date such statement, payment, report, credit memorandum, invoice and/or allowance was issued by NIKON.

## ANTI BRIBERY

DEALER represents and warrants that it shall not, directly or indirectly, (i) condone, permit, or engage in bribery, corruption, or unethical practices in any and all business transactions or relations being performed in connection with or as a result of these General Sales Terms and Conditions and/or DEALER's Authorized Dealer relationship with NIKON with any person or entity in either the public or private sector, or (ii) offer, give, request or receive any money, gratuity, gift, entertainment, hospitality or other benefit to or from any person or entity including without limitation, any employee, agent or representative of NIKON for the purpose of influencing or securing an improper business advantage. Further, DEALER represents and warrants that it is and will remain in compliance with any applicable U.S. anti-bribery and anti-corruption laws and regulations, including without limitation, the Foreign Corrupt Practices Act, as well as any other applicable anti-bribery or anti-corruption laws or regulations. In the event DEALER violates any of its foregoing representations or warranties, NIKON shall have the right to immediately terminate DEALER's Authorized Dealer Relationship with NIKON without any liability, damages, penalties, costs and expenses of any kind. In addition, in the event DEALER violates any of its foregoing representations or warranties, DEALER shall indemnify and hold harmless NIKON, its parents and affiliate companies and all directors, officers and employees of the foregoing from and against any and all claims, liabilities, damages, losses, costs and expenses including without limitation its attorneys' fees resulting from, related to or arising out of its violation of any such representations or warranties.

## NOTICES

These General Sales Terms and Conditions set forth above shall supersede all prior oral or written statements or documents, if any, in connection with the appointment of DEALER for the sale of Products. None of these General Sales Terms and Conditions may be modified, waived, amended or added to except by an instrument in writing signed by an officer of NIKON.

## MISCELLANEOUS

THESE GENERAL SALES TERMS AND CONDITIONS SET FORTH ABOVE SHALL SUPERSEDE ALL PRIOR ORAL OR WRITTEN STATEMENTS OR DOCUMENTS, IF ANY, IN CONNECTION WITH THE APPOINTMENT OF DEALER FOR THE SALE OF PRODUCTS. NONE OF THESE GENERAL SALES TERMS AND CONDITIONS MAY BE MODIFIED, WAIVED, AMENDED OR ADDED TO EXCEPT BY AN INSTRUMENT IN WRITING SIGNED BY AN OFFICER OF NIKON.

# DIRECTORY

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- Place orders
- Check the status of an order
- Track Shipments
- Check Co-op balances
- Order literature
- Run account reports on your account

Consumer Product information: [www.nikon sportoptics.com](http://www.nikon sportoptics.com)

## Directory

### SALES & PRODUCT INFORMATION

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William Keenan Specialist, SRO Product & Operations	(631) 547-4262	<a href="mailto:william.keenan@nikon.com">william.keenan@nikon.com</a>
Jonathan Hovanec SRO; Sales & Operations Specialist	(631) 547-8627	<a href="mailto:jonathan.hovanec@nikon.com">jonathan.hovanec@nikon.com</a>

## Order Information

### PLACING ORDERS

By Phone – (800) 645-0222

Online – [nikondealernet.com](http://nikondealernet.com)

## Misc. Information

### PRODUCT SERVICE AND REPAIR (PARTS INQUIRIES)

(800) NIKON-US (645-6687)

#### Nikon Products requiring service:

[NikonUSA.com](http://NikonUSA.com)

### CONSUMER HOTLINE

(800) NIKON-US (645-6687)

### MAILING ADDRESS

Nikon Sport Optics  
1300 Walt Whitman Road, Melville, NY 11747-3064

### PRODUCT RETURNS

Nikon Inc., 4900 Creekside Parkway, Lockbourne, OH 43194 Attn: Returns Department

Return Authorization Required - Send email request to [srorarequest.us@nikon.com](mailto:srorarequest.us@nikon.com)

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