

BERG OFF-ROAD

Request for Proposal Dealer Partner Appointment

For the sale, representation, customer support, warranty facilitation, repairs and maintenance of BERG Off-Road caravans in designated territories

Issue Date: 23 June 2026 | Closing Date: 23 July 2026

Issuer	BERG Off-Road (Pty) Ltd
Registered / Operating Address	15 Rooibok Avenue, Koedoespoort Industrial, Pretoria, 0186
Contact Person	Floris Buys / 0814322897
RFP Purpose	Appointment of authorised BERG Off-Road dealer partners in selected territories
Submission Method	Email proposal to info@bergoffroad.com with subject: BERG Dealer RFP - [Applicant Name] - [Territory]
Confidentiality	All information supplied in this RFP and during discussions must be treated as confidential.

1. Introduction and Background

BERG Off-Road manufactures premium off-road caravans designed for serious adventure travel, practical family use and long-term ownership. The company is expanding its regional dealer network and invites suitably qualified dealerships to submit proposals to become authorised BERG Off-Road dealer partners.

This RFP is intended to identify strong, established and service-capable dealer partners who can represent the BERG brand professionally, sell BERG caravans in designated territories, maintain customer relationships and provide after-sales support in line with BERG standards.

2. Purpose of this RFP

- Appoint authorised BERG Off-Road dealers in selected regions.
- Evaluate applicants based on sales capability, industry track record, service capability, financial capacity, brand fit and regional coverage.
- Identify partners able to provide both sales representation and after-sales repairs, maintenance and warranty support.
- Establish the level of monthly order commitment and the ability to carry a demo model or showroom unit.
- Create a fair, structured and transparent selection process for dealer appointment.

3. Target Territories

BERG Off-Road is currently considering dealer appointments in the following priority territories. Applicants may apply for one territory or, where justified, a broader regional territory.

Territory	Indicative Coverage
South Africa - Free State	Bloemfontein and surrounding region

South Africa – Western Cape	Cape Town and surrounding region
South Africa - Johannesburg	East Rand and Krugersdorp regions
South Africa - Eastern Cape	Gqeberha / East London and surrounding region
South Africa - KwaZulu-Natal	Durban / greater KZN region
South Africa - Mpumalanga	Mbombela and Lowveld region
South Africa - Limpopo	Polokwane / Tzaneen and broader Limpopo region
South Africa - North West	Rustenburg and broader North West region
South Africa - Garden Route	George / Knysna and broader Garden Route region
Botswana	Gaborone and broader Botswana market
Zimbabwe	Harare and broader Zimbabwe market

Territories may be refined during negotiations and will be confirmed in the final dealer agreement. BERG Off-Road reserves the right to appoint more than one dealer in a broader region where market coverage, service requirements or strategic considerations justify it.

4. Scope of Dealer Partner Role

- Actively market, promote and sell BERG Off-Road caravans in the approved territory.
- Maintain a professional showroom, display area or customer demonstration environment suitable for premium off-road caravans.
- Provide product demonstrations, customer education, handovers and delivery support.
- Provide or coordinate after-sales repairs, maintenance, warranty assessments and routine service work in accordance with BERG standards.
- Maintain trained sales and technical staff who understand BERG products, optional extras, correct operation and customer care requirements.
- Represent the BERG brand in a manner consistent with BERG Off-Road's quality, service and adventure positioning.
- Participate in regional shows, open days, dealer activations and marketing campaigns where commercially reasonable.
- Provide regular sales pipeline, customer feedback, lead conversion and service reports to BERG Off-Road.

5. Minimum Eligibility Requirements

Applicants must meet, or credibly demonstrate a plan to meet, the following minimum requirements:

Requirement	Detail
Minimum order commitment	The applicant must commit to a minimum order quantity of at least one BERG Off-Road caravan per month. A higher committed monthly or quarterly volume will improve the applicant's evaluation score.
Demo model / showroom unit	Applicants able and willing to purchase and display a BERG demo model will be preferred. The demo unit should be available for customer viewings, demonstrations, open days and regional marketing activations.
Aftersales facilities	The applicant must have suitable facilities, tools, staff and processes to provide after-sales repairs, maintenance and warranty-related assessments. This may include caravan/trailer mechanical work, electrical systems,

	cabinetry, plumbing, canvas, accessories and customer troubleshooting.
Established dealer track record	The applicant must be an established business with a verifiable track record in selling off-road caravans, caravans, trailers, 4x4 products, outdoor leisure products, premium vehicles or a closely related category. Preference will be given to businesses with direct off-road caravan sales experience.
Financial capacity	The applicant must demonstrate the financial capacity to place deposits, purchase units, fund working capital, carry stock or demo units, support marketing activity and honour agreed payment terms.
Customer service capability	The applicant must have a strong customer service culture, complaints-handling process and ability to support customers after delivery.
Brand fit	The applicant must demonstrate alignment with the BERG brand: premium, practical, adventure-focused, honest, technically competent and customer-centred.
Compliance and insurance	The applicant must comply with applicable laws and maintain appropriate public liability, business, premises and staff insurance relevant to the dealership and service activities.

6. Preferred Additional Capabilities

- Existing database of caravan, camping, 4x4, overlanding or outdoor lifestyle customers.
- Strong regional reputation and active digital presence, including Facebook, Instagram, Google Business Profile and/or YouTube.
- Ability to generate and manage local leads professionally through a CRM or structured lead follow-up process.
- Experience with premium or high-value products where consultative selling is required.
- Ability to host launch events, demo weekends, trade show stands, open days or customer campouts.
- Capacity to maintain essential spares, consumables and common service items.
- For Botswana and Zimbabwe applicants: import, customs, registration, homologation or cross-border documentation capability, where applicable.
- Ability to provide transparent customer feedback to BERG regarding market demand, pricing, competitor activity, product improvements and after-sales trends.

7. Indicative Commercial Framework

The final commercial terms will be negotiated with selected applicants and recorded in a dealer agreement. BERG Off-Road expects the following framework to apply unless otherwise agreed in writing:

- Dealer appointment will be linked to a defined territory, subject to BERG's final approval.
- Dealer purchase pricing, discounts, deposits, payment terms, demo-unit terms and volume incentives will be confirmed in the final dealer agreement.
- The minimum committed order quantity is one unit per month. Higher commitments will be viewed favourably.
- Sales performance will be reviewed regularly, expected quarterly.
- Failure to meet agreed targets, service standards or brand standards may result in review, suspension of exclusivity or termination.
- Warranty work must be pre-authorised by BERG Off-Road and documented with fault descriptions, photographs, service reports and supporting information.
- Dealers may not make unauthorised product modifications, pricing promises, warranty representations or marketing claims without BERG's written approval.

8. Required Proposal Content

Applicants must submit a written proposal including the following information:

1. Company profile, registration details, ownership structure and years in operation.
2. Territory applied for and reasons the applicant is well positioned for that territory.
3. Current brands represented, product categories sold and relevant dealer/franchise experience.
4. Track record in selling off-road caravans or comparable premium outdoor/vehicle products, including approximate annual unit volumes where available.
5. Description of showroom, yard, display area, workshop and after-sales facilities, including photographs where possible.
6. Details of sales team, technical team, workshop capacity, qualifications and relevant experience.
7. Proposed monthly or quarterly order commitment, including whether the applicant will purchase a demo model.
8. Marketing plan for the first 12 months, including launch activity, shows, digital marketing, local advertising and lead generation.
9. Customer service and warranty handling process.
10. Financial capacity and ability to meet deposit, payment and stockholding commitments.
11. References from suppliers, OEMs, customers or industry partners.
12. Any conditions, assumptions or support required from BERG Off-Road.

9. Evaluation Criteria

BERG Off-Road will evaluate proposals using a balanced scorecard. The indicative weighting below may be adjusted at BERG's discretion.

Evaluation Area	Indicative Weighting
Established dealer track record and category relevance	20%
Minimum and proposed order commitment	20%
Demo model commitment and showroom/display capability	15%
Aftersales repairs, maintenance and warranty capability	20%
Financial capacity and operational stability	10%
Marketing plan, local reach and lead management	10%
Brand fit, customer service culture and references	5%

10. RFP Process and Timetable

Stage	Indicative Date / Timing
RFP issued	23 June 2026
Optional clarification questions due	15 July 2026
Proposal submission deadline	12:00, 23 July
Shortlisting of applicants	30 July 2026
Interviews, site visits or due diligence	During August
Preferred dealer selection	End of August
Dealer agreement negotiation and appointment	1 September 2026

BERG Off-Road may request additional information, conduct site visits, interview applicants, contact references, or decline to proceed with any application at its sole discretion.

11. Submission Instructions

- Submit proposals in PDF format, with supporting images and annexures where relevant.
- Email proposals to info@bergoffroad.com.
- Use the email subject line: BERG Dealer RFP - [Applicant Name] - [Territory].
- Include the name, phone number and email address of the primary contact person.
- Late or incomplete submissions may be excluded, although BERG reserves the right to consider them at its discretion.

12. BERG Off-Road Support to Appointed Dealers

Subject to final agreement, BERG Off-Road may provide appointed dealers with:

- Product information, pricing guidance, technical documentation and model specifications.
- Sales training and product familiarisation.
- Warranty procedures, service guidance and technical support.
- Approved brand assets, marketing materials and signage guidelines.
- Lead referrals generated in the dealer's approved territory, subject to BERG's lead allocation process.
- Support for regional launches, open days or shows where commercially reasonable.

13. Important Terms and Reservations

- This RFP does not constitute an offer, appointment, franchise agreement or binding commitment by BERG Off-Road.
- BERG Off-Road may accept or reject any proposal, appoint one or more dealers, appoint no dealer, negotiate with one or more applicants, or amend or withdraw this RFP at any time.
- All costs incurred by applicants in preparing and submitting proposals are for the applicant's own account.
- Any appointment will be subject to the conclusion of a written dealer agreement acceptable to BERG Off-Road.
- Applicants must keep all information received from BERG Off-Road confidential unless authorised in writing.
- Applicants must not make public announcements about a proposed dealership appointment unless authorised by BERG Off-Road.

Annexure A: Applicant Response Checklist

Item	Applicant Response
Company profile attached	[Yes/No]
Territory applied for	[Insert]
Minimum order commitment offered	[Insert units per month / quarter]
Demo model purchase commitment	[Yes/No/Conditional]
Showroom/display capability described	[Yes/No]
Aftersales repairs and maintenance facilities described	[Yes/No]
Off-road caravan sales track record provided	[Yes/No]
Marketing plan attached	[Yes/No]
Financial capacity information provided	[Yes/No]
References provided	[Yes/No]

Annexure B: Applicant Declaration

The undersigned confirms that the information supplied in this proposal is accurate to the best of their knowledge, that the applicant is authorised to submit this proposal, and that the applicant understands that any dealer appointment will be subject to final approval and execution of a written dealer agreement.

Applicant / Company Name: _____

Authorised Signatory: _____

Title: _____

Signature: _____

Date: _____