

Formal Dealer Appointment

Subject: Appointment as Authorized Dealer

Dear [Dealer's Name],

We are pleased to appoint your company, [Dealer Company Name], as an Authorized Dealer for our products in the territory of [specified region or city], effective from [date].

This appointment is granted in recognition of your company's strong market presence, reputation, and commitment to excellence. As our authorized dealer, you will be responsible for promoting, distributing, and providing after-sales support for our product range within the assigned territory.

Enclosed with this letter are the terms and conditions of the dealership agreement, including sales targets, pricing policies, and reporting requirements. Please review and confirm your acceptance by signing and returning the attached copy of this letter.

We look forward to a long-term and mutually beneficial relationship.

Sincerely,

[Your Name]

[Your Position]

[Company Name]

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