

# MORLEY® 20/20

## Test Drive Dealer Pedal Program 2019

Morley is debuting a dealer program that features their new line of USA made pedals, with all the best features at reasonable prices and incentives to make this an exciting reason to visit your store. The new 20/20 Test Drive Pedal program invites players to plug into a new Morley with 100% returnability guaranteed. That's the Morley Security!



### As a Morley Dealer you receive:

- Free Pedal board with demo pedals plus power adapter. You need to provide guitar and headphones or amp.
- Free Morley branded t-shirt (black, size large) for every pedal you purchase.
- Additional free t-shirts for staff are available upon request.
- In-store signage explaining the Test Drive program with QR code.
- Info sheets listing benefits of new 20/20 pedals and songs that used Morley pedals.
- Digital banners and marketing assets to promote the event.
- Listed on Morley website as participating 20/20 dealer.
- Option to host an event with a Morley endorser.

### The Morley 20/20 Test Drive Dealer commitment:

- To buy a minimum of 3 pedals of every 20/20 model released (10 models total – see below)
- To advertise your participation online and in-store
- Train staff on using pedals
- Have fun talking up and selling the new 20/20 Morley line!

This new line includes pedals that will be released over the upcoming months leading up to the holidays. They all feature a smaller footprint, lifetime warranty and sound amazing. Joining the recently released Classic Wah, the other 20/20 models to be released first are the Bad Horsie Wah, Power Wah and Power Wah Volume pedals.

**Product details:** All 20/20 Wah pedals will include a new Buffer that protects your tone, restores, improves and delivers. They are built like a tank, and now are backed by a lifetime warranty that follows the pedal, not the owner. All 20/20 pedals will include Pedal Board Friendly sizes. This new, smaller size is now Morley's regular pedal size. They will have the same throw, sweep and feel as their classic Morley's. 20/20 Wah pedals will also include Switchless activation. Simply step on to engage and step off to bypass. In addition, handy LED's show when your Wah is on or off. All 20/20 pedals will include the famous Optical Circuitry that will never wear down or get scratchy overtime. All 20/20 pedals will also include Silent Switching to prevent pops and bleed. Lastly, all 20/20 pedals will have Glow-in-the-Dark details. Morley's patented Pedal Glow makes sure you know exactly where your pedal is located on any stage.

MODEL	PEDAL NAME	MAP	BASE COLOR
294662	Classic Wah	\$99	Basic Black
321372	Bad Horsie	\$169	Deep Red
321373	Power Wah	\$139	Pearl Night Blue
321374	Power Wah Volume	\$159	Traffic Yellow
MTLW	Lead Wah	TBD	Shred Red
MTMK2	Wah Boost	TBD	Industrial Silver
MTG3	Wah Lock	TBD	Halloween Orange
MTPFW	Power Fuzz Wah	TBD	Sparkle Silver
MTPDW	Distortion Wah	TBD	Luminous Green
MTMV2	Volume Plus	TBD	Gator Green