 **DOMETIC**



**DOMETIC
MOBAR**

DESIGNED TO ENTERTAIN

WHO IS DOMETIC?



DOMETIC

THE MARKET LEADERS IN MOBILE LIVING
APPLIANCE SOLUTIONS

Dometic is the world's largest manufacturer of refrigeration solutions for harsh outdoor environments. Our legacy within cooling and refrigeration dates back to 1919. As the global-leading provider of mobile living comfort solutions we have earned the trust of some of the world's most recognized luxury marine, and RV brands such as SIRENA YACHTS, and AIRSTREAM RVs, to name just a few.





REINVENTING THE
BEVERAGE
EXPERIENCE AT
HOME



THE ARENA

OUTDOOR RESIDENTIAL LIVING

Even prior to the global crisis, consumer spending in outdoor residential living lifestyle products were fast growing. The US market showing an annual growth rate of 8-10% depending on category. Residential outdoor kitchen appliances being the fastest growing segment followed by pool equipment and accessories.





DOMETIC MOBAR

PRODUCT RANGE

KEY FEATURES

MOBAR 550

1. REMOVABLE LONG RETENTION ICE BASKET

Max capacity: 22 wine bottles or 32 cans

2. FRESH ICE CONTAINER (1 INCLUDED, NOT PICTURED)

3. GENEROUS PRESENTATION AREA

Serving tray and cutting board included

4. ADJUSTABLE SPEED RAILS (*1 INCLUDED)

5. WEATHERPROOF STAINLESS STEEL 304 CONSTRUCTION

6. STURDY TOWEL BAR / HANDLE

7. DRY STORAGE CABINET

8. DRY STORAGE DRAWER

9. HEAVY DUTY WHEELS

10. DUAL ZONE COMPRESSOR DRIVEN BEVERAGE CENTER

Temp Range: Top Zone: 43f -68f / Bottom Zone: 36f-68f

Upper compartment capacity: 14 wine bottles or 56 cans

Lower compartment capacity: 25 wine bottles or 99 cans

Door lock and illumination





DRINKS ARE ALWAYS AT HAND

Available dual-zone refrigerator compartment comfortably holds up to 39 bottles of wine.



READY TO SERVE WHERE IT'S NEEDED

Heavy-duty Insulated rotomolded ice basket will keep bottles ice-cold for several hours.



CONVENIENT ACCESS TO SUPPLIES

Keep everything you need within easy reach.



HIGH-QUALITY ACCESSORIES

Developed in collaboration with professional bartenders.



TOUGH DESIGN FOR HARSH WEATHER

Keeps drinks visible and looking enticing.



SERVE AND ENTERTAIN GUESTS IN STYLE

Prepare, mix and present like a professional.

KEY FEATURES AND BENEFITS

KEY FEATURES

MOBAR 300

1. REMOVABLE ROTOMOLDED ICE BASKET

Max capacity: 22 wine bottles or 32 cans

2. REMOVABLE EXTENSION TABLE

3. ADJUSTABLE SPEED RAIL (1 INCLUDED)

4. WEATHERPROOF STAINLESS STEEL 304 CONSTRUCTION

5. STURDY TOWEL BAR/HANDLE

6. DRY STORAGE CABINET

7. HEAVY DUTY WHEELS

8. SINGLE ZONE COMPRESSOR DRIVEN BEVERAGE CENTER

Temp Range: 36f -68f

Capacity: 19 wine bottles or 70 cans

Door lock and illumination



KEY FEATURES

MOBAR 50

1. REMOVABLE ROTOMOLDED ICE BASKET

Max capacity: 22 wine bottles or 32 cans

2. REMOVABLE EXTENSION TABLE (*OPTIONAL ACCESSORY)

3. WEATHERPROOF STAINLESS STEEL 304 & POWDER COATED STEEL CONSTRUCTION

4. GENEROUS STORAGE SHELVES

5. STURDY TOWEL BAR/HANDLE

6. ADJUSTABLE SPEED RAIL

7. LARGE HEAVY-DUTY WHEELS



ACCESSORIES

DOMETIC MOBAR SERIES

The Dometic MoBar is complimented with a range of high-quality accessories developed in collaboration with professional bartenders.

MOBAR 50



50 EXT. TABLE w/board



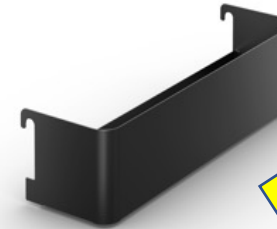
50 SPEED RAIL

MOBAR 300&550



300/550 EXT. TABLE w/board

Best Seller



300/550 SPEED RAIL

Best Seller

OPTIONAL ADD-ONS (all models)



CUTTING BOARD



SERVING TRAY



FRESH ICE CONTAINER



PROTECTIVE COVERS

Best Seller



MARKETING PLAN



1 STYLISH


Insight: Aesthetics for outdoor coolers are more casual/crude; our buyer is image-based

Message: Object of desire, fitting in inside and outside, uptown and out of town, stylish design, noteworthy design; tech features/connected home



DESIGNED TO ENTERTAIN

At Dometic we believe outdoor entertaining should be stylish and easy.



2 SOCIAL

Insight: Carrying items inside and out is the least fun part of hosting an event outdoors is an extra layer of stress and hassle.

Message: With the Dometic MoBar, there is no extra steps required to host social events outdoors allowing the host and their guests to be fully present.



3 PROFESSIONAL

Insight: Outside appliances must withstand the elements and continuous use

Message: the Dometic MoBar is made of quality of materials; from a global leader in refrigeration and expert manufacturer of products made for mobile living.



4 FLEXIBLE

Insight: Single-purpose appliances are not worth the money

Message: With the Dometic MoBar, you get a total/moveable, cooling/storing solution that is also allows for attractive and casual self-serve presentation

THE HOME DESIGN INDUSTRY IS LOVING MOBAR



Dometic's MoBar Is Taking Bartending At Home To New Heights

House Beautiful

HB Obsessed: This Outdoor Bar Cart Has Everything You Need For Cocktailing All Summer

**Robb Report**

FOOD & DRINK / SPIRITSFEBRUARY 10, 2021

These Stylish New Portable Bars Bring the Cocktail Party Right to Your Pool




Dometic's MoBars have everything you need mix and serve cocktails while entertaining outside.


By BRYAN HOOD





Dometic

**uncrate**








HOME / BAR

DOMETIC MOBAR OUTDOOR BARS

Best known for its powered coolers, Dometic is focused on home beverage service with its line of MoBar outdoor portable bars.

The base model, the 50 S, offers plenty of open storage and a rotomolded display basket that keeps ice and drinks cold. At the mid-level is the 300 S, which adds dry storage and a single-zone refrigerator, while the top of the line 550 S offers roughly double the dry storage of the 300S, a dual-zone fridge, and a large prep area. All three models are made from weather-resistant stainless steel, have wheeled bases, and can be outfitted with a variety of accessories to fit the user's needs.


design\milk

SHOP|||READ

The MoBar Mobile Bar Turns the Host Into a Guest

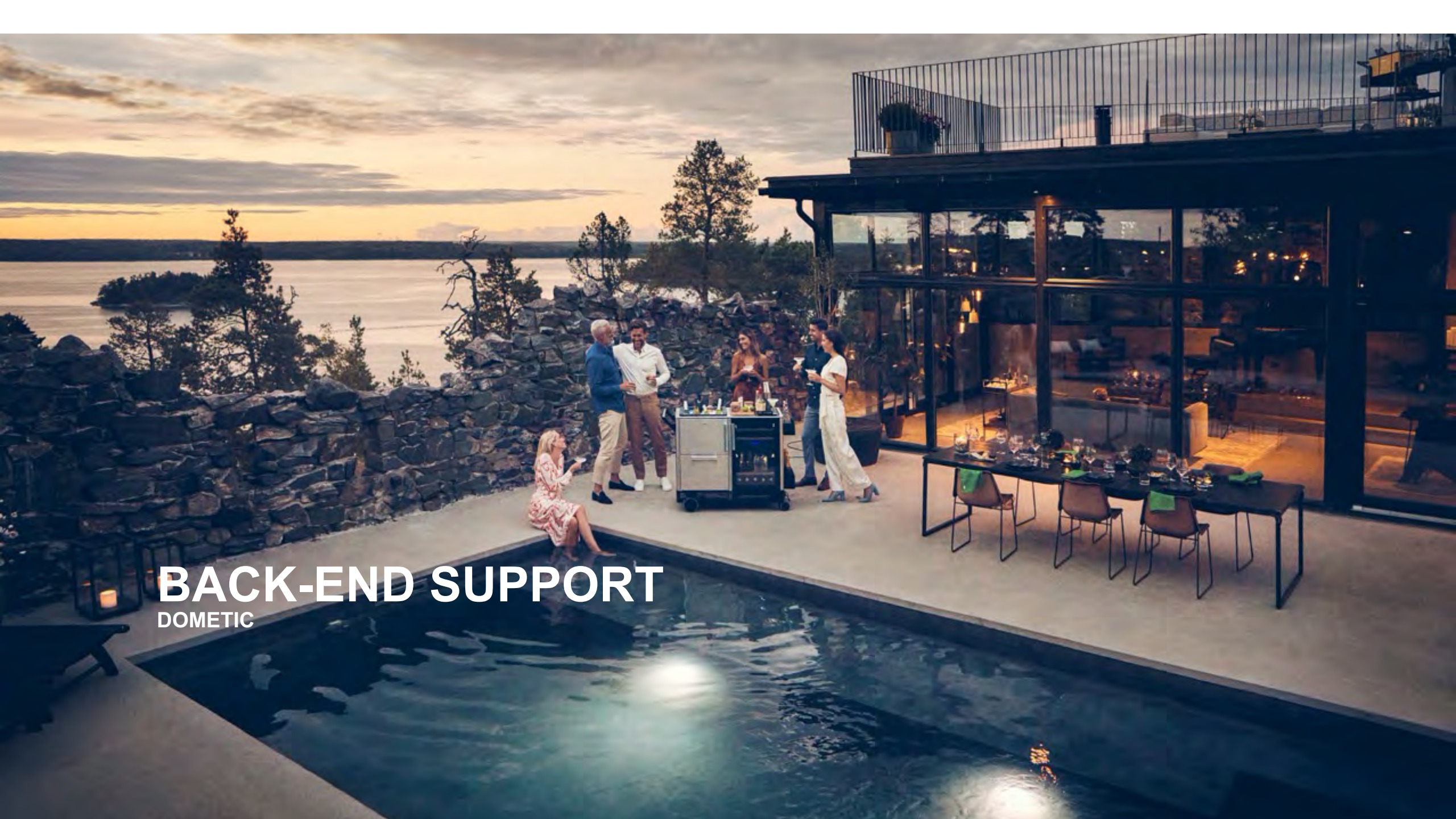
02.03.21
Posted by Kelly Beall

Home Furnishings Main



VIEW PHOTO GALLERY





BACK-END SUPPORT

DOMETIC

LIMITED WARRANTY (MOBAR)

ONE-YEAR LIMITED WARRANTY (PARTS, LABOR, AND FREIGHT); TWO-YEAR LIMITED WARRANTY (PARTS ONLY); THREE-YEAR LIMITED WARRANTY (SEALED SYSTEM - PARTS, LABOR, AND FREIGHT YEAR ONE, PARTS ONLY YEARS 2-3)

1. This Warranty is made by Dometic Corporation to the purchaser who acquires and has the original purchase receipt from a Dometic-authorized seller for the Dometic Mobar Product ("Dometic Product") for installation and operation within the continental United States and Canada.
2. WARRANTY PERIODS (Purchaser should retain a copy of the dated purchase receipt as evidence of the date of purchase):

A. PERSONAL USE

- i. **FIRST YEAR LIMITED WARRANTY (PARTS, LABOR, AND FREIGHT):** This Limited Warranty covers flat-rate labor, specified parts, and freight for a period of one (1) year from the date of purchase by the Original Purchaser.
- ii. **SECOND YEAR LIMITED WARRANTY (PARTS ONLY):** Following the initial one (1)-year Limited Warranty period, the second remaining one (1) year period of the Two-Year Limited Warranty period covers replacement parts ONLY. Coverage during the second year of the Limited Warranty period is for parts only; in that second year, the Original Purchaser is responsible for all labor and freight costs.
- iii. **THREE-YEAR LIMITED WARRANTY (SEALED SYSTEM):** The Limited Warranty for the sealed system (compressor condenser, dryer, connecting tubing, evaporator) on the Dometic Product is three (3) years. During the first year, coverage is for parts, labor, and freight. During the second and third year, coverage is for parts only; the Original Purchaser is responsible for all labor and freight costs during the second and third year.

B. COMMERCIAL USE

- i. **60-DAY LIMITED WARRANTY (PARTS, LABOR, AND FREIGHT):** This warranty applies to applications where use of the Dometic Product extends beyond normal residential use. Examples would include, but are not limited to, catering services, bed/breakfasts, and courtyard food/beverage establishments, where the products are warranted to be free from defects in materials and workmanship for 60 days from the date of purchase. Original dated purchase receipt and/or invoice is required.

Call **1-888-819-0667** or e-mail mobar.usa@dometic.com for Warranty and/or service inquiries.



BRAND INTEGRITY

INTERNET AUTHORIZATION

Any merchandiser who intends to sell Dometic MoBar products on the internet must:

- Apply to become an Authorized Internet Reseller (AIR)
- Sign an AIR Agreement with Dometic

AUTHORIZATION AGREEMENT SPECIFICS

- Specific URL Authorization required
- Note: Sale of Dometic products are prohibited from all Internet Marketplaces (e.g. Amazon, Walmart, eBay, etc.)



