

## Bad Ass Unlimited

### Minimum Advertised Pricing Policy

Bad Ass Unlimited actively supports the advertising and promotion of its products by its domestic and international dealers and sales representatives.

In order to protect the integrity of our brands and the margins of our dealers, Bad Ass Unlimited, and its distributors in the power sports industry, take MAP guidelines seriously and therefore reviews online dealer websites and auction sites to ensure rules compliance. If a violation is found, your dealer account may be suspended until the violation is fixed. If your dealer account continues to have MAP violations, Bad Ass Unlimited, and its distributors, reserves the right to delay account reactivation until further notice, and in some cases, your account could be suspended indefinitely.

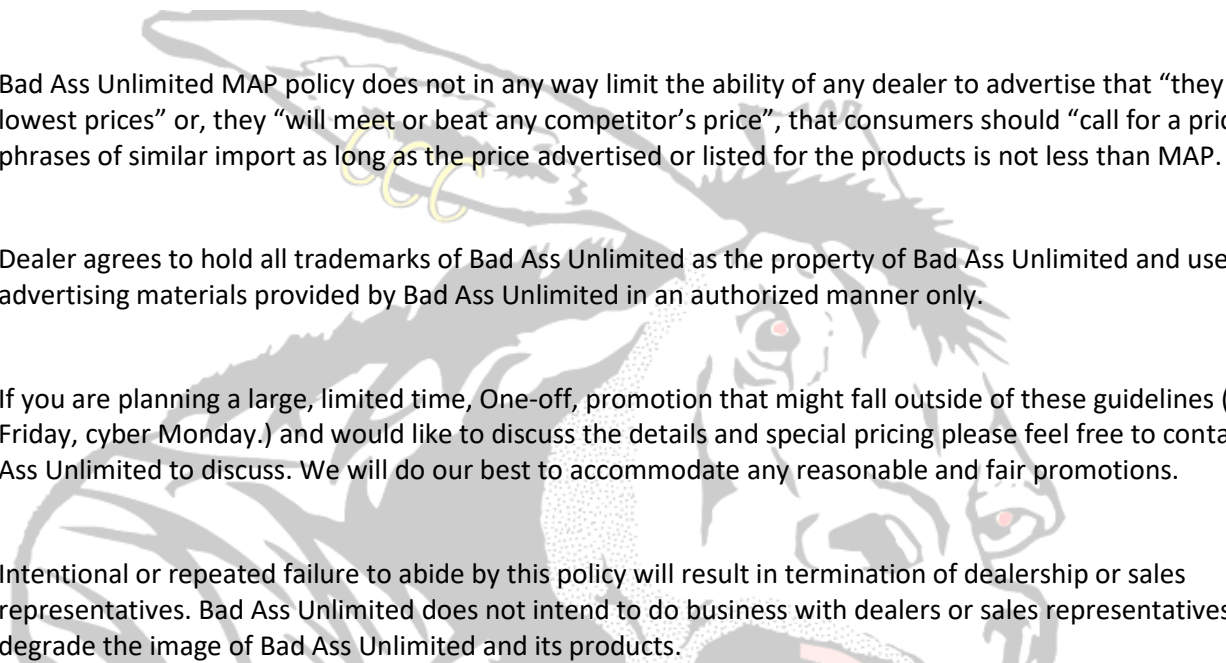
Effective January 1, 2018, an updated Minimum Advertised Price (MAP) on all Bad Ass Unlimited product lines will be in effect. This policy applies only to U.S. and Canadian dealers and sales representatives. We have implemented this MAP policy to preserve our distribution, dealer relationships and strong reputation for providing customers with high value products and valued after sales support. We greatly appreciate the efforts of all resellers to distribute our products and support their customers.

#### **The MAP policy shall work under the following guidelines:**

This policy supersedes all previous policies and must be followed by all dealers, wholesalers, resellers and those that advertise Bad Ass Unlimited products on any website, publication, newspaper or other media.

1. The MAP for all Bad Ass Unlimited products shall be no more than 10% less than the published Retail price provided on our websites [www.badassunlimited.com](http://www.badassunlimited.com). MAP pricing is established by Bad Ass Unlimited and may be adjusted by Bad Ass Unlimited at its sole discretion.
2. The MAP policy applies to all public advertisements of Bad Ass Unlimited products in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, email newsletters, email solicitations, Internet or similar electronic media, television, radio, and public signage. The MAP policy is not applicable to any in-store advertising that is displayed only in the store and not distributed to any customer(s).
3. MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the dealer's retail location or over the telephone. Bad Ass Unlimited dealers and sales representatives remain free to sell these products at any prices they choose.

Bad Ass Unlimited  
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Costa Mesa< Ca. 92627  
Phone (888) 664-8840  
[www.badassunlimited.com](http://www.badassunlimited.com)  
[scott@badassunlimited.com](mailto:scott@badassunlimited.com)

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4. MAP does not establish maximum advertised prices. All dealers and sales representatives may offer Bad Ass Unlimited products at any price in excess of the MAP. Internet auctions may not display or have reserved bid or other acceptable prices below the MAP price.
  5. Bad Ass Unlimited MAP policy does not in any way limit the ability of any dealer to advertise that “they have the lowest prices” or, they “will meet or beat any competitor’s price”, that consumers should “call for a price” or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.
  6. Dealer agrees to hold all trademarks of Bad Ass Unlimited as the property of Bad Ass Unlimited and use advertising materials provided by Bad Ass Unlimited in an authorized manner only.
  7. If you are planning a large, limited time, One-off, promotion that might fall outside of these guidelines (ie: Black Friday, cyber Monday.) and would like to discuss the details and special pricing please feel free to contact Bad Ass Unlimited to discuss. We will do our best to accommodate any reasonable and fair promotions.
  8. Intentional or repeated failure to abide by this policy will result in termination of dealership or sales representatives. Bad Ass Unlimited does not intend to do business with dealers or sales representatives who degrade the image of Bad Ass Unlimited and its products.

I HAVE READ THE ABOVE MENTIONED AGREEMENT AND AGREE TO ALL ITS TERMS AND CONDITIONS:

COMPANY NAME:

DATE:

PRINT NAME:

SIGNATURE:

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