



MX FORCE

MXF RACING CO., LTD.

MINIMUM ADVERTISED PRICE POLICY (MAP)Policy

MXF Racing strongly supports its retail partners who provide superior customer service. To support both objectives we have established a minimum advertised price policy (MAP Policy) designed to brand the identity of our products as well as protecting our retail partners.

This MAP Policy applies to all U.S. retailers of MX FORCE products including, but not limited to, in-store retailers, on-line retailers and catalog retailers. A retailer may not publish any of the identified MAP Policy products at a price below the designated MAP published price. The MAP Policy applies to any off-premise advertising, including but not limited to newspaper, magazines, flyers, direct mail pieces, television, radio and internet.

MAP pricing applies to all MX FORCE products and shall be no more than 6% off of MSRP price (please reference our current retail price list for current MSRP pricing).

This policy does not apply in any way to the retailer's actual selling price. A retailer is free to set its own selling price for MX FORCE products at their sole discretion. Accordingly, this MAP Policy does not apply to and point-of-sale signs, stickers, hangtags, or barcodes and similar in-store markings on products or product packaging that merely state the retail prices at which MX FORCE products may be purchased

MXF Racing has decided that, upon receiving confirmation that a retailer has advertised a MAP Policy product below the defined MAP price, MX FORCE products to said dealer will be suspended until that dealer is again compliant under this MAP policy.

MXF Racing reserves its right to modify, suspend or discontinue this MAP Policy in whole or in part at any time.