



Minimum Advertised Price (MAP) Policy

Introduction

Race Sport Lighting is focused on maintaining high margins for our Dealer and Distribution networks. In recognition of the investment in time and resources required for our high-quality partners to provide the level of customer service and product knowledge expected from our customers, *Race Sport Lighting* is committed to enforcing policies which allow our resellers to maintain high profit margins through the sale of our products.

Race Sport Lighting has an established **Minimum Advertised Price (MAP) Policy** that an Authorized Reseller must follow for the advertising and marketing of *Race Sport Lighting* products. All *Race Sport Lighting* Authorized Resellers must agree to the terms and conditions of the following **MAP Policy**.

MAP Policy Guidelines for *Race Sport Lighting* Products

MAP pricing for all *Race Sport Lighting* products can be found on your current price list. All advertised prices must be at or above MAP for all *Race Sport Lighting* products if a MAP price has been established by *Race Sport Lighting*.

Race Sport Lighting requires all resellers to inactivate any algorithms that automatically update or adjust pricing according to the resellers promotions. This ensures that MAP is established for our entire dealer and distribution network.

MAP Violation Consequences

Resellers violating this MAP policy are subject to the following actions from *Race Sport Lighting*:

1ST MAP Violation - Verbal or e-mail warning.

2ND MAP Violation - 1 month authorization suspension. All *Race Sport Lighting* SKUs must be temporarily disabled.

3RD MAP Violation - Immediate termination of authorization for the *Race Sport Lighting* brand. All products must be removed.

Conclusion

Race Sport Lighting places great value on the efforts of all resellers to represent our products and support their customers. Our MAP policy is intended to encourage competition for the sale of *Race Sport Lighting* products in a manner that is consistent with the long-term interests of our customers. We are sure that you share our commitment to customer satisfaction and as such, we ask that you acknowledge by signing this MAP confirmation agreement.

Thank you for your prompt attention to this matter, and your continued support for *Race Sport Lighting* products.

Authorized Signature _____ **Date** _____

Print Name _____