



## RIVAL Powersports Minimum Advertised Price Policy

Effective 06/05/2018

The MAP is defined as 0% off RIVAL Powersports's current manufacturer's suggested retail price ("MSRP") and is strictly enforced

In order to build and maintain RIVAL Powersports's reputation with providing customers with high quality, value products, and further enhance the RIVAL Powersports brand image and its competitiveness in the marketplace, RIVAL Powersports has established a Minimum Advertised Price (MAP) Policy that will apply to all dealers collectively who resell RIVAL Powersports products to end users. All RIVAL Powersports authorized dealers must agree to the terms and conditions of the following MAP Policy. RIVAL Powersports greatly appreciates the efforts of all dealers to distribute our products and support our customers. This MAP Policy is adopted for the benefit of all dealers and will be uniformly enforced.

### Guidelines

This MAP Policy applies only to advertised prices and does not apply to the price at which RIVAL Powersports products are actually sold or offered for sale to an individual consumer within dealers' retail location or over the telephone. Dealers remain free to sell these products at any prices they choose under these circumstances.

Advertisement of a product identified on the dealers' price list below MSRP will be a violation of this MAP Policy.

### Internet Pricing

Pricing listed on an internet site is considered an "advertised price" and marketing strategies that result in advertised pricing below the MAP pricing thresholds are prohibited. Prices for products that are below MAP may NOT appear in any online search tool (i.e. Google Shopper, Price Grabber, Next Tag, etc.) where the dealer website is linked to the source.

### Pricing Statements

Statements such as "Add to cart to see price", "We will match any price", "Click here to see our low price" or phrases of similar nature are not permitted within the RIVAL Powersports MAP Policy agreement. This type of inadvertent advertising is NOT permitted and must be monitored by the authorized dealer or the dealer risks losing the authorization to purchase RIVAL Powersports products. However, RIVAL Powersports's MAP Policy does allow dealers to omit pricing entirely from advertisements and/or add statements such as "Call for price" or "Call for quote" are acceptable.

### Free Offers Associated with RIVAL Powersports Products

Free shipping and/or handling, 0% sales tax, or free financing promotions do not violate RIVAL Powersports's MAP Policy.

### Failure to Comply with RIVAL Powersports's MAP Policy

Intentional and/or repeated failure to abide by this MAP Policy may result in the loss of authorization status and your ability to order RIVAL Powersports products at your current dealer price. RIVAL Powersports does not intend to do business with dealers who degrade the image of RIVAL Powersports and its products.