**Pure Performance Group, Inc. MAP and MRSP Dealer Policy**

Thank you for choosing the Pure Performance Group, Inc. and Rock Krawler Suspension as your provider of top quality suspension and steering systems and components. We sincerely appreciate your support and will always strive to manufacture the very best parts available in the industry. We ask that you take a moment to familiarize yourself with our MAP (Minimum Advertised Price) and MRSP (Minimum Retail Sales Price) policies and guidelines. Dealers are required to accept this policy in order to obtain and maintain dealer status. This applies to all dealer levels.

The following terms and guidelines will supersede all previous such documents and will remain in force until such time as Pure Performance Group, Inc. may deem fit or necessary to change, alter or terminate the terms and guidelines described herein.

**MAP Policy**

MAP (Minimum Advertised Price) shall be defined as any price displayed, by any dealer, in both online and print advertising. This includes websites, social media posts or ads, flyers, in store displays, print media, television advertising, radio advertising and any other such advertising as a dealer may conduct during the normal course of business. **This price shall be 5% below retail price**. Retail price can be found, in general, in the dealer pricing guide and online at ***www.rockkrawler.com***. At no time should a customer be able to see any advertised price below this minimum amount.

This MAP Policy shall also apply to ALL online sales through Amazon and eBay (no additional discounts will be

allowed on these sites).

**MRSP Policy**

MRSP (Minimum Retail Sales Price) refers to any price that a dealer may sell products for that is below the MAP guideline. This price is not allowed, at any time, to be displayed in any public forum. However, dealers are allowed, at their discretion, to make use of this additional discount available. This additional discount shall not exceed 5% below MAP, or a total of 10% below Retail Price, described above.

MRSP Policy does not apply to sales on Amazon or eBay, as those sites are required to sell ALL product at, or above, MAP.

**Allowable Policy Exceptions**

At certain times throughout the year, additional discount may be offered to customers. This discount shall not exceed an additional 5% below MRSP, or 15% off Retail pricing. These exceptions are as follows:

*United States Federal Holidays* – These holidays are New Year’s Day, Memorial Day, Independence Day, Labor Day, Veterans Day, Thanksgiving and Christmas. Sales may begin 3 calendar days prior to the holiday and may include the holiday. Sales shall not extend more than 2 days past the holiday weekend.

*Other Exceptions* – Black Friday and Cyber Monday. Sales may not begin before the Monday, immediately before Thanksgiving, and must end by midnight on Friday of “Cyber Week”.

*These exceptions shall not be construed as to allow the posting or advertising of pricing below MAP. All advertised pricing should always follow MAP guidelines. Use of coupons, codes or direct sales discounts is permissible.*

**Violations**

Violations of the MAP and MRSP policy will be handled on a case by case basis. However, Pure Performance Group, Inc. reserves the right to take any punitive action it deems necessary, if violations are ongoing or are particularly egregious. This decision is, ultimately, at the discretion of Pure Performance Group, Inc. In general, violations will be treated as follows:

**1st Offense** - Verbal and/or written warning and correction required within 10 business days. If correction is not made within 10 days, dealer account will be suspended until correction is made and for a period of 30 days from the date of correction.

**2nd Offense** - All new or pending dealer orders will be refused/suspended until proof of correction. Correction must be made within 10 days. If correction is not made within 10 days, dealer account will be suspended entirely until correction is made and for a period of 30 days from the date of correction.

**3rd Offense** - All new or pending dealer orders will be refused/suspended. All new orders will be refused for a period of 60 days from the date of correction. Correction must be made within 10 days.

**4th Offense** - Dealer account will be suspended indefinitely. All copyright, trademark or other Pure Performance Group, Inc. logos, artwork, marketing material or the like will be removed from dealer’s website, social media and/or shop location.

This policy is intended to protect the integrity of the Pure Performance Group, Inc. and its family of brands. It is our hope and desire to work with our dealers to ensure a uniform and regulated marketplace for our customers and dealers alike. We sincerely appreciate all of our dealers and customers and look forward to working together to grow both the Pure Performance brands and our supporting network of dealers.

Please complete the verification below to signify understanding and acceptance of this policy, as well as agreeing to comply with these policies and guidelines.