



## Minimum Advertised Pricing Policy

Effective January 1, 2015

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Moto Machines LLC, DBA Moto Machines has determined that Moto Machine's interested are best served through the adoption of a minimum advertised price policy (MAP Policy) in order to better protect and support its premium brand image consistent with the high quality of its products. The purpose of this document is to establish the terms and conditions upon which Moto Machines will handle advertised pricing of the products it sells.

This policy has been unilaterally adopted by Moto Machines and will be enforced strictly and uniformly to all of its dealers. Dealers are described as any outfit purchasing products from Moto Machines at a discount from the list price. This policy may be amended, waived, or canceled at any time by Moto Machines.

### Minimum Advertised Price

1. The Minimum Advertised Price is the lowest price allowed to be publically displayed for a product on sale. The MAP does not apply to a dealer's actual selling prices. Each Moto Machines dealer is free to independently set actual resale prices at whatever level the dealer chooses.

### Guidelines to the MAP Policy:

1. No dealer shall advertise prices of Moto Machines products below the published minimum advertised price as set by Moto Machines. The MAP can be found for each product by visiting [MotoMachines.com](http://MotoMachines.com) at any time or noted from the current dealer price list distributed routinely by Moto Machines to its dealers.
2. Phrases used deliberately or inadvertently pertaining to offering the lowest price available for any Moto Machines product is a violation to the MAP and will be treated as such regardless to the location of placed advertisement. An advertisement that offers or implies a price other than the suggested retail price on any Moto Machines product will be a violation of the MAP.
3. This policy does apply to non-current or discontinued products. If Moto Machines discounts its dealer price on non-current or discontinued inventory it will also reduce the suggested retail price on those products.

### Violation of the MAP Policy:

1. First violation will result in a notice of violation where the dealer is subject to conform to the policy within 3 days. A notice along with the current price list will be issued to the dealer for them to make the needed changes.
2. Failure to adapt after the first notice of violation will result in an account suspension of 60 days.
3. Upon a third violation, the dealer will be suspended indefinitely from purchasing products from Moto Machines.