

# **DANKO MANUFACTURING LLC**

## **INTERNET ADVERTISING & MINIMUM ADVERTISED PRICE POLICY**

Effective January 1, 2024

Danko Manufacturing LLC's ("Danko") Internet and MAP Policy preserves its strong reputation for providing customers with high-value products and strong after-sales support. Danko deeply values the efforts of all Resellers to distribute Danko products.

### **Internet Advertising Policy:**

Danko does not permit the advertising and selling of its products online, whether on their website or any other online selling channels (i.e., Amazon, eBay, etc.). However, if a reseller carries and sells Danko products in-store at their dealership and has a website, the products may be visible without pricing to let customers know they stock and sell them. To this end, Danko does not drop ship products for resellers as a general practice.

### **Minimum Advertised Pricing Policy:**

Danko has unilaterally adopted this Minimum Advertised Policy. ("MAP Policy") on selected products, which shall apply to distributors and retailers (collectively, "Resellers") who resell Danko products to end-users located in the U.S. and Canada.

The MAP policy ensures that Danko products are sold at fair prices across all channels and maintains the brand's integrity to ensure that all customers receive the same value regardless of where they shop. By setting a MAP policy for Danko products, we can better support our resellers and prevent price undercutting.

The MAP policy is a win-win for everyone involved, and Danko is committed to upholding it to the highest standards.

The MAP Policy shall work under the following guidelines:

1. The MAP Policy for selected Danko products is provided for dealers and distributors on each Danko price sheet. Danko establishes MAP pricing for selected products which Danko may adjust at its sole discretion.
2. The MAP Policy applies to all advertisements of selected Danko products in all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, or similar electronic media, email newsletters, email solicitations, television, radio, and public signage. The MAP Policy does not apply to in-store advertising displayed only in the store and not distributed to any customer. In-store displays, point-of-sale signs, hangtags or bar codes, or similar marks on products or packaging that merely state the price are not considered "advertising" for purposes of this MAP Policy.
3. "Bundling" or including a free or discounted product (whether made by Danko or another manufacturer) with a Danko product covered by this MAP Policy would violate this policy and is not permitted.
4. If pricing is displayed, any strike-through or other alteration of the Minimum Advertised Price is prohibited.
5. The MAP Policy applies only to advertised prices. It does not apply to the price at which the products are sold or offered for sale to an individual consumer within the Resellers retail location or over the telephone. Danko Resellers remain free to sell the selected MAP products at any price in person in their store.
6. The MAP Policy does not establish maximum advertised prices. All Resellers may offer Danko products at any price above the MAP set for such products.
7. Danko reserves the right to modify or suspend the MAP concerning the affected products by notifying all Resellers of any change. Danko further reserves the right to adjust the MAP concerning all or certain products at its sole discretion upon 7 days advance written notice to Resellers, provided that such changes shall apply equally to all Resellers.
8. In cases of violation of the MAP Policy, Resellers will be allowed twenty-four (24) hours to bring advertising into compliance, or Danko will cease supplying products to the Reseller. If intentional and/or repeated failure to abide by this policy, Danko will terminate all orders from Danko to the Reseller. Danko will not provide prior notice or issue a warning before taking action.
9. This MAP Policy is solely Danko's decision and responsibility. No employee or sales representative of Danko has any authority to discuss or modify this policy, and any action of any person claiming to modify this policy or solicit or obtain any person's agreement to the policy is unauthorized and invalid. Any questions about this policy should be directed to Dan Decker, President, Danko Manufacturing LLC, 624 Atchison Way, Suite 101, Castle Rock, Colorado 80109, [dan@rvibrake.com](mailto:dan@rvibrake.com), who will respond in writing. The foregoing MAP Policy and any MAP Product Listing are subject to modification or discontinuance by Danko, at its sole and absolute discretion, at any

time. Any action taken by Danko under this policy shall be without liability to Danko Manufacturing LLC.

Distributors of Danko products will supply a copy of DANKO MANUFACTURING LLC Internet Advertising and Minimum Advertised Price Policy to any new or existing retail Reseller. This will bind the Reseller to abide by the MAP Policy and Reseller requirements spelled out in this document. If the Distributor's Reseller is found to be in violation of Danko's Map Policy, the Distributor and Reseller in violation will be allowed twenty-four (24) hours to bring advertising into compliance, or Danko will cease supplying products to the Distributor. The Distributor also agrees to cease supplying products to the reseller until they are compliant with Danko's Map Policy. If intentional and/or repeated failure to abide by this policy, Danko will terminate all orders from Danko to the Distributor. Danko will not provide prior notice or issue a warning before taking action.

## **DANKO MANUFACTURING LLC MINIMUM ADVERTISED PRICE POLICY PRODUCT LISTING**

### **PRODUCTS:**

**RVibrake3 Portable Flat Towing Braking System P/N: 50mg0004**

**RVibrake Shadow Installed Flat Towing Braking System P/N: 50mg0166**

**RVibrake3 Portable Flat Towing Braking System(Brown Box) P/N: 50mg0196**

**RVibrake Shadow Installed Flat Towing Braking System(Brown Box) P/N: 50mg0195**

Manufacturer's Suggested Retail Price (MSRP): \$1,595.00 US Dollars

Minimum Advertised Price (MAP): \$1,595.00 US Dollars

**RVibrake3 Portable Flat Towing Braking System without Command Center P/N: 50mg0034**

**RVibrake Shadow Installed Flat Towing Braking System without Command Center P/N: 50mg0190**

**RVibrake3 Portable Flat Towing Braking System without Command Center(Brown Box) P/N: 50mg0136**

**RVibrake Shadow Installed Flat Towing Braking System without Command Center(Brown Box) P/N: 50mg0194**

Manufacturer's Suggested Retail Price (MSRP): \$1,325.00 US Dollars

Minimum Advertised Price (MAP): \$1,325.00 US Dollars

**Tire Patrol 4-pk P/N: 50mg0018**

**Tire Patrol Tag4-pk P/N: 50mg0020**

**Tire Patrol TRK-pk P/N: 50mg0140**

Manufacturer's Suggested Retail Price (MSRP): \$180.00 US Dollars

Minimum Advertised Price (MAP): \$180.00 US Dollars

**Tire Patrol Tag2-pk P/N: 50mg0019**

**Tire Patrol T-pk P/N: 50mg0137**

Manufacturer's Suggested Retail Price (MSRP): \$90.00 US Dollars

Minimum Advertised Price (MAP): \$90.00 US Dollars

**Tire Patrol 6-pk**

P/N: 50mg0029

Manufacturer's Suggested Retail Price (MSRP): \$270.00 US Dollars

Minimum Advertised Price (MAP): \$270.00 US Dollars

**Tire Patrol 4-pk with Command Center** P/N: 50mg0129

Manufacturer's Suggested Retail Price (MSRP): \$495.00 US Dollars

Minimum Advertised Price (MAP): \$495.00 US Dollars

**Breakaway Wireless Adapter for RVibrake3** P/N: 50mg0161

Manufacturer's Suggested Retail Price (MSRP): \$150.00 US Dollars

Minimum Advertised Price (MAP): \$150.00 US Dollars

**Towed Battery Charger Plus** P/N: 50mg0160

Manufacturer's Suggested Retail Price (MSRP): \$165.00 US Dollars

Minimum Advertised Price (MAP): \$165.00 US Dollars

**Breakaway System P/N: 50mg0002**

Manufacturer's Suggested Retail Price (MSRP): \$60.00 US Dollars

Minimum Advertised Price (MAP): \$60.00 US Dollars

**Roadie Soft Shell Carrying Case P/N: 50mg0172**

Manufacturer's Suggested Retail Price (MSRP): \$50.00 US Dollars

Minimum Advertised Price (MAP): \$50.00 US Dollars

**12-Volt Battery Direct Kit P/N: 50mg0009**

Manufacturer's Suggested Retail Price (MSRP): \$30.00 US Dollars

Minimum Advertised Price (MAP): \$30.00 US Dollars

624 Atchison Way, Suite 101  
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E-mail: [dealers@rvibrake.com](mailto:dealers@rvibrake.com)  
[www.rvidealer.com](http://www.rvidealer.com)

Please indicate your understanding of this policy and your willingness to abide by its terms and conditions by signing and listing your company's name below.

Date: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Authorized Representative: \_\_\_\_\_