



MINIMUM ADVERTISED PRICE (MAP) POLICY

General Policy Notes:

The PRL Motorsports Experience includes the abundance of information, communication and promotional material(s) that we and our trusted retailers provide regarding our products. PRL Motorsports Authorized Dealers are expected to honor and provide this experience to all PRL Motorsports customers. For this reason, we are careful to ensure that margins and brand value on PRL Motorsports products are not diminished. PRL Motorsports will not support the use of any advertisements or promotional materials that may potentially diminish the perceived value of the PRL Motorsports brand and its products. The PRL Motorsports MAP Policy ensures that PRL Motorsports Dealers compete for customers by using the customer experience rather than price. PRL Motorsports Dealers must respect and abide by these rules. As explained in the Dealer Policy, violations may result in the loss of Authorized Dealer status. Authorized reseller commercially placed advertising of PRL Motorsports products are expected to comply with this MAP policy.

1. MAP Policy Conditions –

- a. MAP/MSRP pricing information for all PRL Motorsports products is listed on the PRL Motorsports Price Sheet, available on our website. Pricing may be updated by PRL Motorsports at any time and will be simultaneously updated on the Price Sheet. Dealers will be notified via email.
- b. The MAP for all PRL Motorsports products shall be listed on the “Price Sheet for Authorized Dealers” and must be followed. Failure to do so will result in termination of your dealer status.
- c. The MAP Policy applies to all advertisement of PRL Motorsports products including but not limited to:
 - i. Website listings, destination pages
 - ii. Print ads, posters, mailers, inserts, magazines, catalogs, newspapers, flyers
 - iii. Email newsletters, email advertisements, internet/instant/private messages
 - iv. TV ads, radio ads, public signage
 - v. Billboards, banners
- d. Website features such as coupon codes and/or verbiage such as “Add to Cart for Price” or “Click for Price” and automated customer retention emails that offer PRL Motorsports products below MAP are in violation to this policy and are prohibited.
- e. MAP Policy applies to advertised prices and does not attempt to limit the price at which an item is sold to an individual by a PRL Motorsports Authorized Dealer. PRL Motorsports Dealers are permitted (but strongly discouraged) to sell PRL Motorsports products at any price they elect in two ways:
 - i. In-store purchases
 - ii. Telephone purchases
- f. PRL Motorsports MAP Policy applies to documented communication via instant messages through social media, AIM, internet forums and text messages. It is not uncommon that Dealers may “secret-shop” competing Dealers and submit screenshots of sub-MAP pricing through behind-the-scenes conversations or shopping carts. This type of communication and behavior is considered to be in violation of this policy.
- g. Policy Permits Dealers to:
 - i. Offer free shipping, 0% sales tax or free financing
 - ii. Offer free accessories with the purchase of PRL Motorsports productsOffer bundled products/services with the purchase of PRL Motorsports products, so long as PRL Motorsports product pricing does not appear below MAP
- h. The MAP Policy permits dealers to advertise that they have the lowest prices or that they will price-match, but communication of a price lower than MAP, as stated previously, may only occur over the phone or in person.

- i. Use of unclear pricing verbiage such as, but not limited to: "contact us for pricing," "PM/DM me for pricing," or "check your inbox" is in violation of MAP Policy.
- j. PRL Motorsports products listed on auction sites, such as eBay, must be listed at MAP pricing or above, with no option to "Make an Offer." Products listed on third party retails sites, such as Amazon, must be listed accurately, at or above MAP pricing with the correct MSRP listed. PRL Motorsports reserves the right to request that any and all sales via these outlets be removed or discontinued at any time, for any reason.

2. Promotions -

- a. PRL Motorsports may engage in promotions on all or certain products, from time to time. In such events, PRL Motorsports reserves the right, but is not obligated, to suspend or modify MAP by notifying all dealers of such a charge.
- b. PRL Motorsports Authorized Dealers may contact sales@prlmotorsports.com to propose and apply for an exclusive sale. PRL Motorsports will review the terms, length and promotional materials associated with the sale. If approved, the Authorized dealer will receive an adjusted MAP right for all or certain products for the specified period of time. All PRL Motorsports Authorized Dealers will be held to the same standards and sale terms will depend on the dealer's level of care and detail with promotion of PRL Motorsports products.

3. Terms & Conditions -

- a. PRL Motorsports reserves the right to adjust MAP pricing at any time on all or certain products with 7 days advance written warning to Authorized Dealers. Dealers will use this time to adjust their own advertised pricing.
- b. Failure to abide by this MAP Policy may result in immediate probation or termination of Authorized Dealer status. Warnings may be given at the discretion of PRL Motorsports dealer support.
- c. The terms of this and all PRL Motorsports Policies are confidential and are not to be discussed publicly or with other parties