



Civilized Cycles Dealer Program

October 2022

Our goal is to create an amazing discovery and after sales experience by partnering with the best retailers in North America.

As a modern, omnichannel brand, we've designed our dealer program to align our common interests and recognize the 'hands on' value that dealers bring to the ownership experience.

Our Principles:

- We treat each other like partners
- Dealers will receive commission on any customers they introduce to the Civilized Cycles Model 1 ("Civ"), even if the transaction does not take place with the dealer.
- Dealers in good standing get limited territorial exclusivity
- Civilized Cycles will never compete on price with our dealers. Any consumer incentive offered by Civ will also be offered to dealers.
- Dealers will be paid for warranty work at retail parts and labor rates
 - Dealers will be paid their publicly advertised retail labor rate per hour for covered warranty repairs. Labor time calculated via published flat rate reference.
- Dealers cannot advertise below MSRP
- Online/DTC sales have fulfillment/service revenue opportunity

Civilized Cycles is currently distributed through:

- Select Dealers
- Direct purchase through the Civilized Cycles website
- Luxury Hospitality Fleet Partnership Program

Pricing:

- \$ 6950 MSRP
- \$ 3999 Dealer demo unit pricing. Limit 1 per 20 bikes sold or 90 days before resale.
 - Demo unit pricing is available every 20 unit sales or every 90 days whichever comes first. If a dealer sells a demo unit and replaces it with a stocking unit, they will be credited with demo unit pricing at 20 units or 90 days.
- \$ 4999 stocking unit pricing. Stocking not required.
- 10% commission for stocking dealers on all sales within a 20-mile radius using the Beeline Connect platform, no referral code needed

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Civilized Cycles Inc.

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Marketing support:

- Marketing on Civilized Cycles organic channels (social media, email newsletter, website) including:
 - Video sales training
 - Reposting of dealer posts featuring the Civ, and tagging of dealer in relevant posts
 - Dealer locator on Civilized Cycles website
 - Best practice sharing
 - Announcement of new dealer relationships
 - “Dealer spotlights” for select dealer
- Sales and marketing materials for dealers
- Civilized Cycles is open to creative collaboration opportunities with dealers, including content creation, trade marketing and advertising.

After Sales Support:

- Online Technical Documentation w/ video
- Dedicated US based Dealer Service Support team
- Parts stocked in USA
- Freight costs direct pass through
- Retail Labor Rate and Parts Cost reimbursement for documented warranty repairs
- Assembly/inspection credit separation/itemization
- Beeline Enterprise support

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