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Daido Corporation of America – Motorcycle Division
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Minimum Advertised Price (MAP) Policy

Purpose

The purpose of this Minimum Advertised Price (MAP) Policy is to ensure fair competition among our authorized resellers and protect the brand image and value of our products. This policy sets forth the minimum price at which our products can be advertised, promoting a level playing field and maintaining the quality and integrity of our brand.

Scope

This MAP Policy applies to all authorized resellers, distributors, retailers, and any other entities engaged in the advertisement and sale of D.I.D products. By accepting our products for resale, all authorized resellers agree to comply with this MAP Policy.

Minimum Advertised Price (MAP)

The Minimum Advertised Price (MAP) for our products is defined as 15% from the Manufacturer's Suggested Retail Price (MSRP). MSRP can be found either on the pricing sheet provided to you by D.I.D or by our website at didchain.com.

MAP Policy Guidelines

- 1 Authorized resellers are not permitted to advertise our products below 15% of the Manufacturer's Suggested Retail Price (MSRP).
- 2 The MAP applies only to advertised prices and does not dictate the actual selling price at which authorized resellers can sell our products to their customers.
- 3 Authorized resellers are free to set their own resale prices for our products, provided they do not advertise or promote prices below 15% of the MSRP.
- 4 Any discounts, promotions, or incentives offered by authorized resellers must be applied after the product is added to the cart or during the checkout process and should not be advertised as a price reduction below 15% of the MSRP.
- 5 Price-matching policies cannot be used to advertise or promote prices below 15% of the MSRP.

MAP Policy Enforcement

- 1 We reserve the right to monitor the advertised prices of our products and investigate potential violations of this MAP Policy.
- 2 Violations of this MAP Policy may result in consequences, including but not limited to warnings, temporary suspension of supply, termination of the authorized reseller status, or any other action deemed appropriate.
- 3 Authorized resellers are responsible for ensuring compliance with this MAP Policy by their employees, agents, or any third-party individuals or entities acting on their behalf.

Amendments to the MAP Policy

We reserve the right to amend, modify, or terminate this MAP Policy at any time without prior notice. Any changes will be communicated to authorized resellers through written notifications or updated policy documents.