



2024 MSRP & Minimum Advertised Price Policy

The Gravity Cartel and its brands Spank Industries & iXS Sports actively supports the traditional independent bicycle dealer sales channel. To encourage our dealers to promote and invest in sales and service of our products, and to protect both our brand's image and value to dealers and consumers, in 2014 we adopted the following Minimum Advertised Pricing (MAP) policy for North America and it remains in place with some updates.

We believe that selling our products below MAP online is a detriment to our brand image and value and discourages shops from making sustainable profit margins while stocking Spank Industries Components and iXS Protection & Apparel. Only dealers that adhere to the current MAP policy will be authorized to use Spank Industries & iXS images, trademarks and text in their advertisements. Advertisements consist of multiple forms of media including print, internet, public signs and email, and printed newsletters for the promotion and sales of Spank Industries & iXS products.

Spank Industries & iXS Sports has assigned an **MSRP (Manufacturers Suggested Retail Price)** to all of our products. The MAP is the current published MSRP price.

- Dealers may not employ “call for price”, “make an offer”, “package deal” type pricing strategies that result in a price below the MAP without prior approval.
- Spank & iXS products may be sold on auction sites or other 3rd party sites for a “buy it now” price, as long as the price is not lower than the MSRP list in this policy and that the shops name and information is clearly listed on the auction.
- In order to be allowed to sell on 3rd party sites you must be enrolled in our 3P Authorized Dealer program from The Gravity Cartel. Any shops listing on 3rd party sites without enrollment will be restricted from purchasing our products.
- Dealers may not show a price that is higher than MSRP, only to show a discounted price that conforms to the MAP.
- MSRP prices must be clearly listed and conform to Spank Industries & iXS Sports published pricing. Spank Industries, iXS Sports and its distribution network will work diligently to ensure this MAP policy is maintained and enforced.
- Sales periods – From time to time we will allow sales on our products to help promote the brand or certain categories. Any sales of inline product must be approved by The Gravity Cartel before posted online.

The Gravity Cartel has established this MAP policy unilaterally. Employees of Spank Industries, iXS Sports and their distributors are not authorized to vary the terms of this policy. **Any dealers found to be in violation of this MAP policy may be restricted from purchasing Spank & iXS products from distributors within North America without notice or warning.** The Gravity Cartel, Spank Industries & iXS Sports cannot and will not accept complaints from third parties about pricing violations.

This policy is subject to change without prior notice, For the current MSRP price list please email sales@thegravitycartel.com