



## Dealer/Reseller Minimum Advertised Pricing Policy (MAP)

**Straightline Performance**  
**15250 Hornsby St**  
**Forest Lake, MN 55025**  
**651-466-0212**

Straightline Performance Products Inc. (Straightline Performance) actively supports the advertising of its products by its dealers and resellers

In order to protect the integrity of our brand and the profit margins of our distributors, dealers, and resellers, Straightline Performance, and its distributors, take MAP guidelines very seriously and therefore review online dealer websites and auctions sites to ensure compliance. If a violation is found, your dealer account may be suspended until the violation is fixed. If your dealer account continues to have MAP violations, Straightline Performance, and its distributors, reserves the right to delay account reactivation until further notice, and in some cases, your account could be suspended indefinitely.

Effective July 1<sup>st</sup>, 2018, an updated Minimum Advertised Price (MAP) on all Straightline Performance products will be in effect. We have implemented this MAP policy to preserve our distribution and dealer relationships and strong reputation for providing customers with high value products and valued after sales support. We greatly appreciate the efforts of the dealers and resellers to distribute our products and support their customers. The MAP pricing is effective immediately.

### **The MAP policy shall work under the following guidelines:**

1. **The MAP for all Straightline Performance Products shall be Retail/ MSRP – (the published retail pricing provided on all Straightline Performance products).** The complete pricing can be provided anytime by emailing [sales@straightlineperformance.com](mailto:sales@straightlineperformance.com). All distributors will have the most current dealer and distribution pricing available at all times. MAP pricing may be changed at any time by Straightline Performance at its sole discretion.
2. This MAP Policy applies to all Advertisement of MAP products in any and all media, including, without limitation; flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, internet or similar electronic media including, websites, forums, email newsletters, email, solicitations, television, radio and public signage. Such website features as “Click for Price”, automated “bounce-back” pricing emails, pre-formatted e-mail response, forms, automatic price display for any items prior to being placed in a customer’s shopping cart and other similar features are considered to be communications initiated by the reseller (rather than by the customer) and this constitutes “advertising” under this MAP Policy. This MAP Policy also applies to any activity which Straightline Performance determines, in its sole discretion, is designed or intended to circumvent the intent of this MAP Policy, such as solicitations for “group purchases” and the like.
3. Straightline Performance policy does not in any way limit the ability of any dealer to advertise that consumers should “call for a price” as long as the price advertised or listed for the product is not less than MAP.

4. The inclusion in advertising of free or discounted products (whether made by Straightline Performance or another manufacturer) with a product covered by this MAP Policy would be contrary to this MAP Policy if it has the effect of discontinuing the advertised price of the covered Straightline Performance product below the Retail price. Straightline Performance does not, however, object to the following categories or store-wide promotions or incentives.
  - a. Free Shipping
  - b. Store-wide discounts on all store items or “all on sale” promotions, so long as such promotions are for a limited time (e.g. Black Friday, Cyber Monday, anniversary sale, etc.) and Straightline Performance products are not sold separately identified.
5. Prices for Straightline Performance that are below the MAP may not appear in any online search tool (e.g.: Google Shopper, Price Grabber, NextTag, etc.) where your website is linked as the source.

*Note: Certain online sales strategies result in advertised pricing that is below MAP. In the case of “add to cart” or “click here to see our low price” strategies, for example; Google Checkout will advertise the last price paid. Therefore, when products are sold at prices below MAP, an advertising event occurs to the next consumer because they see the product and the “last price sold” without having to “add to cart”. This inadvertent advertising is not permitted and must be monitored by the Reseller or risk jeopardizing their Authorized Reseller status.*
6. From time to time, Straightline Performance may choose to offer special promotions on certain products. In such an event, we reserve the right to modify or suspend this MAP Policy in whole or in part by notifying all Resellers of the duration and nature of the change. Straightline Performance further reserves the right to adjust the Retail with respect to all or certain products at its sole discretion. Such changes shall apply equally to all Resellers.
7. MAP applies only to advertised prices and does not apply to the price at which the products are actually sold for on a special sale or offered for sale to an individual consumer within the dealer’s retail location or over the telephone. Straightline Performance Products dealers remain free to sell these products at any prices they choose.
8. MAP does not establish maximum advertised prices. All distributors and dealers may offer Straightline Performance products at any price in excess of the MAP. Internet auctions may not display or have reserved bid or other acceptable prices below the MAP price.
9. Dealers and resellers agree to hold all trademarks of Straightline Performance as the property of Straightline Performance Products and use advertising materials provided by Straightline Performance in an authorized manner only.
10. If you are planning a large, limited time, One-Time promotion that might fall outside of these guidelines (ie: Black Friday deal) and would like to discuss the details and special pricing please feel free to contact the Straightline Performance MAP Policy Administrator to discuss. We will do our best to accommodate any reasonable and fair promotions.

## **MAP Policy Administrator**

This MAP Policy is solely within the discretion of Straightline Performance and authority acting through Straightline Performance Products MAP Policy Administrator. No other employee or sales representative of Straightline Performance has any authority to discuss, modify or grant exceptions to this MAP Policy. Any representation or action by any other Straightline Performance employee or sales representative purporting to discuss, modify or grant exceptions to this MAP Policy under this paragraph is unauthorized and invalid.

All questions about this MAP Policy should be in writing and directed via U.S. Mail to: MAP Policy Administrator, Straightline Performance 15250 Hornsby St, Forest Lake MN 55025, or via e-mail to [mapadmin@straightlineperformance.com](mailto:mapadmin@straightlineperformance.com), who will respond only in writing.

No oral communications about this MAP Policy are authorized. The MAP Policy Administrator shall be solely responsible for determining whether a violation of the policy has occurred, communicating decisions to Resellers regarding the policy and receiving any communications regarding sanctions imposed under this MAP Policy.

## **Process of Noticing and Correcting MAP Policy Violations**

If a Dealer sells Straightline Performance Products below MAP, Straightline Performance and/or Straightline Performance Products Distributors will notify them. They will have 2 business days to correct it.

Intentional and/or repeated failure to abide by this MAP Policy will result in sanctions unilaterally imposed by Straightline Performance. The level of sanctions will be determined by Straightline Performance in its sole discretion and may include indefinite termination of dealership or distributorship. Straightline Performance need not provide prior notice or issue warnings before taking any action under this MAP Policy. Distributors of Straightline Performance Products will supply a copy of this MAP Policy to any new or existing Reseller for their records.

This MAP Policy has been established by Straightline Performance Products to help ensure the reputation of Straightline Performance as a leading Manufacturer of high quality products and to protect the reputation of the Straightline Performance name and the products offered by Straightline Performance. This MAP Policy is also designed to avoid destructive intra-brand conflict that will ultimately create healthy competition in the marketplace and to ensure that dealers and distributors have the incentive and resources to invest into services for Straightline Performance customers.