



Minimum Advertised Price Policy

Effective January 1, 2017

As a leader in the automotive accessories industry, Bushwacker prides itself on providing our customers with quality, innovative, and stylish products. With the intent of maintaining and protecting both the actual and perceived value of our products, as well as supporting a fair and competitive environment for our distributors, dealers, and resellers, Bushwacker has implemented this minimum advertised price policy (MAPP).

- This policy applies only to advertised prices. Bushwacker's distributors, dealers, and resellers may sell our products at any price point they choose. This policy limits only the ability to advertise a price lower than the established minimum advertised price.
- Advertising includes, but is not limited to, mailers, flyers, coupons, newspaper, radio, television, public signage, digital, electronic, and internet media including the shopping cart.
 - Note: In-store point of sale displays or promotions exhibiting the price, or on the shelf pricing does not constitute advertising.
- The MAPP applies to all products with a minimum advertised price; there may be instances where certain Bushwacker products will not have a minimum advertised price.
- The advertising of any Bushwacker products below any established minimum advertised price is considered to be a violation of this policy. Any inclusion of "free goods" with the purchase of Bushwacker's products must be pre-approved by Bushwacker.
- Bushwacker reserves the right to authorize promotions and/or modify or suspend certain minimum advertised prices at any time. Any such changes will apply to all distributors, dealers, and resellers and will be posted on Bushwacker's MAPP section of our website at www.Bushwacker.com.
- Bushwacker will actively monitor and enforce this MAPP. Violations will result in action being taken by Bushwacker, including:
 - Written and/or verbal notification of MAPP violations with an accompanying request to correct the violation
 - The suspension of discounts, marketing, or advertising coop funds
 - The removal of the right to use Bushwacker's intellectual property
 - No longer accepting purchase orders
- A copy of this policy is available on Bushwacker's website at www.Bushwacker.com.

By signing below, you acknowledge that you have received and understand.

Company Name _____ Signature _____

Authorized Representative _____ Date _____

(please print)