



Minimum Advertised Pricing Policy

Rated X Moto Inc. (RXM RACING) actively supports the advertising and promotion of its products by its domestic and international dealers and sales representatives.

In order to protect the integrity of our brand and the margins of our dealers, Rated X Moto takes MAP guidelines seriously and therefore reviews online dealer websites and auction sites to ensure rules compliance.

Effective January 1st, 2023, a NEW Minimum Advertised Price (MAP) on all RXM RACING products will be in effect. This policy applies only to U.S. dealers. We have implemented this MAP policy to preserve our distribution, dealer relationships and strong reputation for providing customers with high value products and valued after sales support. We greatly appreciate the efforts of all resellers to distribute our products and support their customers.

The MAP policy shall work under the following guidelines:

This policy supersedes all previous policies and must be followed by all dealers, resellers and those that advertise Rated X Moto products on any website, publication, newspaper or other media.

1. The MAP for all RXM Racing products shall be at MSRP at all times. The published list price is provided on the Rated X Moto website at www.RatedXmoto.com. MAP pricing is established by Rated X Moto and may be adjusted by Rated X Moto Inc at its sole discretion.
2. The MAP policy applies to all public advertisements of RXM Racing products in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, email newsletters, email solicitations, Internet or similar electronic media, television, radio, and public signage. The MAP policy is not applicable to any in-store advertising that is displayed only in the store and not distributed to any customer(s).
3. MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the dealer's retail location or over the telephone. RXM Racing dealers and sales representatives remain free to sell these products at any prices they choose.
4. MAP does not establish maximum advertised prices. All dealers and sales representatives may offer RXM Racing 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.
5. RXM Racing's MAP policy does not in any way limit the ability of any dealer to advertise that "they have the lowest prices" or, they "will meet or beat any competitor's price", that consumers should "call for a price" or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.
6. Dealer agrees to hold all trademarks of Rated X Moto Inc. as the property of Rated X Moto Inc. and use advertising materials provided by Rated X Moto Inc in an authorized manner only.
7. If you are planning a limited time, one-off, promotion that falls outside of these guidelines (ie: Black Friday deal) you must adhere to the following guidelines:

- Limited Time Only – Must not exceed 5 days
- Time frame of sale must be clearly stated
- Must be supported by a promotional vehicle
- Must only be offered from the Dealers own store or website
- Product must always run at Full MSRP on any 3rd party sites such as Amazon or Ebay

3 STRIKE Enforcement

Your first failure to abide by our MAP Policy will result in a “courtesy notification” from our team that you are not in compliance. We will give you 48 hours to become compliant with no penalty.

STRIKE #1 – Failure to become compliant in the initial 48-hour time frame will result in Strike 1.

STRIKE #2 – Failure to become compliant 96 hours after courtesy notification or a second violation of our MAP Policy will result in strike 2.

STRIKE #3 – Failure to become compliant 1 week after courtesy notification OR a third violation of our MAP Policy will result in your company being indefinitely shut down from purchasing Rated X Moto products.

We assure you, we will work together to keep product value and dealer margin high.

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This MAP policy has been established by Rated X Moto Inc. to protect our dealers investments and to help ensure the legacy of Rated X Moto as a top producer of high performance, high quality, power sports products and accessories and to protect the reputation of its name and products. The MAP policy is designed to ensure dealers and sales representatives have the incentive to invest resources into services for Rated X Moto Inc. customers.

