

Heavy Metal Off-Road, LLC

Becoming A Dealer / Retailer

Thank you for your interest in Heavy Metal Off-Road. We manufacture Premium Quality, sought-after products that our customers absolutely love. We are also a pleasure to do business with! With over 5 years' experience in dealer, distributor, retailer, and wholesale relationships, you can expect open communication, straight-forward operation, and consistency.

Included in this packet are valuable and important information about our Dealer Program. Please review and fill out the information requested, then email with attachments to the address below. You will then be contacted by us promptly. Again, thank you for your interest in Heavy Metal Off-Road.



HEAVY METAL OFF-ROAD

Heavy Metal Off-Road, LLC

147 E Aqua Circle, #4A, Dalton Gardens, ID 83815

(925)315-9276 Tim@heavymetaloffroad.com

Why Heavy Metal Off-Road?

Our product line currently specializes in two different bed rack styles including:

- Our more affordable "Bed Bar Rack System", complete with complementary accessories
- Our new "ROCK-IT Overland Rack System" or (ROCS), a fully modular system with industry leading load capacity and variety of accessories

We also have other products that are staples when it comes to mods.

There's no messing around here, we build excellence. That is why we support our products with a Limited Lifetime Warranty!

Quality, integrity, consistency, and innovation are the driving forces which have made Heavy Metal Off-Road grow into what it is today. These values are paramount in our day-to-day operations. It's what gives us the confidence to put our name on everything we sell and stand by it 100%.

-Tim Neil, President

Located at 147 East Aqua Circle, Unit 4A, Dalton Gardens, ID 83815

Serving our customers since 2012

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New Account Instructions

1. Complete and return the Dealer Application to Heavy Metal Off-Road.
2. Submit a copy of **your state** Sales Tax License
3. Submit a copy of **your state** Resale Certificate / Use Tax Exemption
4. Read and agree to our Minimum Advertised Pricing Policy

Dealer Pricing Levels

Negotiated pricing is determined by several factors including the nature of your business, expected sales and intent to advertise. Our pricing is variable tiered, meaning you get a range of discount per product, per tier.

Pricing Tier	Account Information
Basic Package	No buy-in, 10 to 18% discount on HMOR products on the current price list, support information such as full product descriptions and images, weights, dimensional measurements, ACES and PIES, UPC codes and a listing on our website under affiliated retailers.
Performance Package	No buy-in, 15 to 23% discount on HMOR products on the current price list, support information such as full product descriptions and images, weights, dimensional measurements, ACES and PIES, UPC codes and a listing on our website under affiliated retailers.
Premium Package	No buy-in, 18 to 28% discount on HMOR products on the current price list, support information such as full product descriptions and images, weights, dimensional measurements, ACES and PIES, UPC codes and a listing on our website under affiliated retailers. Advertising is expected.
Warehouse Distribution	Requires Buy-in, typically 20 to 30% discount on HMOR products on the current price list, but negotiable. Support information such as full product descriptions and images, weights, dimensional measurements, ACES and PIES and UPC codes. Please contact us for discussion of this tier.

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Dealer Application Form

Company Name: _____

Owner: _____

Purchaser: _____

Address: _____

Phone: _____

Fax: _____

Website: _____

Email: _____

Federal Tax I.D. Number: _____

Years in Business: _____

A copy of your states Sales Tax License and a use tax exemption/resale certificate MUST be submitted with this application or available on the ASAP Network. Any applicable tax will be charged at the time of sale. Drop ships in ID will be liable for Tax Charges for OUT OF STATE customers.

Type of Dealership: MFG Dealer Aftermarket Retail Fabrication Other

Area of Distribution: _____

Services Offered (Fabrication / Installation / Paint): _____

Types of Advertisements: _____ National: _____ Regional: _____

Please Email, Fax, or Mail form with Attachments to the Address Below

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www.HeavyMetalOff-Road.com

Heavy Metal Off-Road

Important Details for All Dealers

- HMOR product data can be extracted from the ASAP Network
- You will be provided your own online purchasing account at HeavyMetalOff-Road.com – We emphasize all drop-ship purchases be made here. Please share your login credentials with your purchasing team
- Your online account is fully customized with our pricing agreement and billing / contact info. All purchases, charges, shipment tracking #'s, PO, invoice info is stored and available 24/7. It's very quick and simple to use. Training is available if necessary. Just login, add product to cart, enter customer info as shipping address and pay
- We can accept purchase orders and make manual charges to your provided credit card. Purchases are required in full payments. We enter manually submitted POs into our website and attached to your account, so you can see all transactional details and history
- Drop-ships enjoy free shipping!
- Expedited shipping must be cleared before making purchase
- 20% restock fee, 20 days return limit
- Follow our MAP policy
- EBAY / Amazon / international sales are permitted
- You must stock product to ship international
- Inventory file can be email or FTP submitted to you
- Certificate of insurance provided upon request
- Terms of Use, Privacy Policy, Shipping, Return and Exchange Policy are all available at HeavyMetalOff-Road.com

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Include a copy of the Credit Card (Front & Back) with the completed form, thank you.

CREDIT CARD RELEASE FORM

I, _____ authorize Heavy Metal Off-Road, LLC
to retain the following Credit Card for PO charge capability:

VISA, MASTERCARD, AMEX, DISCOVER number: _____

Card Holder Name: _____

Expiration Date: ____/____/____

Security Code: _____

Billing Name: _____

Billing Address: _____

Billing City, State, and Zip: _____

Billing Phone Number: _____

Shipping Name: _____

Shipping Address: _____

Shipping City, State, and Zip: _____

Shipping Phone Number: _____

Card Holder Signature: _____

Please return to Heavy Metal Off-Road

NO returns after 20 days. NO returns on custom orders. Eligible returns accepted are subject to a 20% restocking fee.

Heavy Metal Off-Road, LLC

MAP Policy

Heavy Metal Off-Road, LLC enforces a unilateral minimum advertised price ("MAP") policy for its products. This MAP policy is designed to:

1. Ensure our product image and quality is maintained
2. Support Heavy Metal Off-Road, LLC brand image as a premium product provider
3. Support Heavy Metal Off-Road, LLC wholesalers, distributors, dealers, and retailers in providing the best service to their customers.

Any business relationship between Heavy Metal Off-Road, LLC and each of its wholesalers, distributors, dealers, and retailers remains an "at will" business relationship. Heavy Metal Off-Road, LLC reserves the right to terminate such business relationships without cause and at any time. Violations may result in Heavy Metal Off-Road, LLC terminating business with any wholesalers or retailers who violate this MAP policy.

POLICY COVERAGE

Advertising "financing" or "free shipping" is not a violation of this Policy.

If two or more Products are advertised at a single bundled price, the combined advertised price may not be below the combined MAP (less 5%).

This MAP policy applies to all Heavy Metal Off-Road, LLC products sold by its wholesalers, distributors, dealers, and retailers in the United States. This MAP policy applies to the advertisement of all Heavy Metal Off-Road, LLC products in all media including, without limitation, flyers, posters, electronic media, television, radio and public signage, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, direct emails, and all "Online Advertising." Online Advertising specifically includes "shopping carts," "member prices," "logged-in" customer areas, prices shown in any online "checkout" function and any communication or display of a price accessible by a search engine, web crawler, and/or specialized shopping and pricing engines. Advertising includes any websites or other places accessible by the internet including, without limitation, auction sites (e.g., eBay and Buy-it-Now). Advertising also includes in-store signage within a brick-and-mortar store.

Advertising in a way that (a) suggests that the wholesaler, distributor, dealer or retailer is offering a Product at prices below MAP or (b) otherwise solicits potential customers to place the Product in another stage of an online transaction that ultimately displays a price lower than the MAP, is a violation of this Policy.

- Examples of such violations include, without limitation, “prices too low to mention,” “our manufacturer won’t let us tell you the price,” “click for price,” “mouse over for price,” a MAP strike-through (example: ~~\$339.99~~), “see final price at check out,” or “call for price.”

From time to time, Heavy Metal Off-Road, LLC may offer special promotions on its Products. Advertising in violation of any discount program terms will also constitute a violation of this Policy.

A wholesaler, distributor, dealer, or retailer that fulfils orders for another company that advertises Products on behalf of such entity will be in violation of this Policy.

This MAP policy also applies to all Heavy Metal Off-Road, LLC products sold via any wholesaler, distributor, dealer, or retailer website, including but not limited to an original company website and all affiliate websites where wholesalers and retailers advertise Heavy Metal Off-Road, LLC products electronically.

RESALE SELLING PRICES EXCLUDED

This MAP policy does not apply to resale selling prices. Heavy Metal Off-Road, LLC does not establish resale selling prices. Wholesalers, distributors, dealers, and retailers are always free to determine their own resale selling prices.

INTELLECTUAL PROPERTY RIGHTS

Heavy Metal Off-Road, LLC is the sole owner of all intellectual property rights associated with its products, including but not limited to all patents, copyrights, trademarks, trade names, brands, images, descriptions, and likenesses of its products ("Intellectual Property"). No alterations to Heavy Metal Off-Road, LLC's Intellectual Property will be allowed without prior written consent from authorized Heavy Metal Off-Road, LLC personnel. Heavy Metal Off-Road, LLC reserves the right to revoke Intellectual Property usage privileges at any time for any reason without prior notification or warning to any user.

ADVERTISING CONTRIBUTIONS

To support its wholesalers, distributors, dealers and retailers, Heavy Metal Off-Road, LLC may contribute towards the cost of marketing materials such as catalogues, merchandising solutions, public relations, traditional and digital media investments to support its products' brand and in doing so furnishes a limited right to use Heavy Metal Off-Road, LLC Intellectual Property for the express purpose of supporting its wholesalers, distributors, dealers and retailers advertising of all Heavy Metal Off-Road, LLC products. All advertisements using Heavy Metal Off-Road, LLC products, or any Heavy Metal Off-Road, LLC Intellectual Property must fully comply with all local, state, and federal laws on advertising.

NO AGREEMENT IS INTENDED

Nothing in this MAP policy is to be intended to be a contract or agreement between Heavy Metal Off-Road, LLC and any wholesaler, distributor, dealer, or retailer as to the terms of this MAP Policy.

UNILATERAL ACTION

Heavy Metal Off-Road, LLC will not enter any discussions with any wholesaler, distributor, dealer, or retailer on any conditions of acceptance related to this MAP policy, as it is non-negotiable, and will not be altered for any wholesaler, distributor, dealer, or retailer. Heavy Metal Off-Road, LLC neither solicits, nor will it accept, any assurance of compliance with this MAP policy from any wholesaler, distributor, dealer, or retailer. It is entirely within the discretion of the wholesaler, distributor, dealer, or retailer whether to comply or not comply with this MAP Policy.

MODIFICATIONS

Heavy Metal Off-Road, LLC will determine the MAP prices for new Products when introduced. From time to time, Heavy Metal Off-Road, LLC may establish or change MAP prices for any Product. This Policy may be terminated or updated by Heavy Metal Off-Road, LLC at any time.



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