



Minimum Advertised Price (MAP) Policy

As a manufacturer of aftermarket wheels and accessories Reika Vehicle Solutions is proud of its role in providing the best service and profit to all resellers.

We recognize that our retail partners invest time and resources to deliver quality customer service to their customers. We have established a Minimum Advertised Price ("MAP") Policy to support our partners and allow them to earn the profits necessary to maintain the high level of customer service that people have come to expect.

Reika Vehicle Solutions will not do business with any reseller that does not follow this policy and intentionally advertises below the MAP price. Reika Vehicle Solutions is confident that this program will strengthen its competitiveness and benefit all resellers.

Additional guidelines related to this MAP Policy are as follows:

Reika Vehicle Solutions reserves the right to take other action with respect to any reseller that violates this MAP Policy, and Reika Vehicle Solutions will enforce the MAP Policy in its sole discretion.

All Products have a MAP retail price. Advertising a price lower than the MAP price will be viewed as a violation of this MAP Policy. This MAP Policy applies to all advertisement in any and all media, including, without limitation, print advertising, internet including, websites, forums and e-newsletters. Such website features as "Price in Cart" or "Click for Price" and automated bounce back e-mails. This MAP Policy also applies to any activity that Reika Vehicle Solutions determines as intent to circumvent this MAP Policy.

Reika Vehicle Solutions will maintain an updated MAP price list and reserves the right to update or modify this list at any time.

Reika Vehicle Solutions from time to time may offer a MAP Holiday in which specific products will have a temporary reduction to the MAP price. In such events, Reika Vehicle Solutions will communicate in advance such pricing rules through Newsletters and/or direct e-mails. Such MAP Holidays will have specific MAP price for each product and a date range that such products will have a temporary reduction in MAP, listing below the temporary MAP Holiday or listing products outside of the set date range is a violation of the MAP Policy.

Reseller may use terms such as "the lowest prices" or "will match or beat its competitors' prices", or to use similar verbiage as long as the reseller does not include any advertised price below MAP and otherwise complies with this MAP Policy.

If a reseller with multiple: locations, websites or marketplace stores violates this MAP Policy Reika Vehicle Solutions will consider this to be a violation by all the reseller's sales channels.

Although resellers remain free to establish their own retail price above the MAP price, Reika Vehicle Solutions reserves the right to refuse to accept new orders and cancel all existing orders to resellers that violate this MAP Policy.

Print: _____

Sign: _____

Date: _____