

In order to preserve its reputation for providing customers with high value products and strong after-sales support, and to further enhance the Truckmann USA brand image and its competitiveness in the marketplace, Truckmann USA has a policy of minimum advertised price standards for Truckmann USA products. This Minimum Advertised Pricing Policy (“MAP Policy”) applies to distributors and retailers, including catalogs and internet retailers (collectively, “Resellers”), who resell Truckmann USA products to end users located in the United States.

Truckmann USA greatly values the efforts of all Resellers to distribute Truckmann USA products and support our customers. This MAP Policy is adopted for the benefit of all Resellers and will be uniformly enforced.

This MAP Policy shall work under the following guidelines:

1. Truckmann USA will, from time to time, publish Manufacturer’s Suggested Retail Prices on its website, which may be amended or adjusted by Truckmann USA at any time in its sole discretion. The MSRP Schedule will identify the effective date, the products and the manufacturer’s suggested retail price (“MRSP”) for those products. **Each advertisement of a product below the MSRP will be a violation of this MAP Policy.**
2. This MAP Policy applies to all advertisements of Truckmann USA products listed in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, e-mail newsletters, e-mail solicitations, internet or similar electronic media, television, radio, and public signage. This 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. The inclusion in advertising of free or discounted products (whether made by Truckmann USA or another manufacturer) with a product covered by this MAP Policy would be contrary to this MAP Policy if it has the effect of discounting the advertised price of the covered Truckmann USA product below the MSRP.
4. If pricing is displayed, any strike-through or other alteration of the MSRP that is paired with a discount price below the MSRP is prohibited.
5. This MAP Policy applies only to advertised prices and does not apply to the price at which Truckmann USA products are actually sold or offered for sale to an individual consumer within Resellers’ retail location or over the telephone. Resellers remain free to sell these products at any prices they choose under these circumstances.
6. **This MAP Policy does not establish maximum advertised prices. All Resellers may offer Truckmann USA products at any price in excess of the MSRP.**
7. This MAP Policy is solely within Truckmann USA’s discretion and authority acting through the duly authorized managers of Truckmann USA . No employee or sales representative of Truckmann USA has any authority to discuss, modify or grant exceptions to this MAP Policy. Any action taken by Truckmann USA under this MAP Policy shall be without liability to Truckmann USA.

8. Intentional and/or repeated failure to abide by this MAP Policy will result in sanctions unilaterally imposed by Truckmann USA. The level of sanctions will be determined by Truckmann USA in its sole discretion and may include indefinite termination of dealership or distributorship. **Truckmann USA does not intend to do business with Resellers who degrade the image of Truckmann USA and its products. Truckmann USA need not provide prior notice or issue warnings before taking any action under this MAP Policy.**

9. This MAP Policy has been established by Truckmann USA to help ensure the legacy of Truckmann USA as a top producer of high performance, high quality products and to protect the reputation of its name and products. This MAP Policy is also designed to avoid destructive intra-brand conflict and to ensure that dealers and distributors have the incentive to invest resources into services for Truckmann USA customers.