

Pedal Commander MAP Policy

Manufacturer's Suggested Retail Price (MSRP), Minimum Advertised Price (MAP) and Maximum Discounted Rate (MDR) Guidelines:

- Pedal Commander P4 Units

\$329.99 USD MSRP

\$299.99 USD MAP (Equivalent to Local Currency if Sold outside the USA)

\$269.99 USD MDR ("10% off" or "\$30 off")

- Pedal Commander BT Units

\$349.99 USD MSRP

\$329.99 USD MAP (Equivalent to Local Currency if Sold outside the USA)

\$296.99 USD MDR ("10% off" or "\$30 off")

The MDR is not to be publicly advertised. The only advertising/marketing terms to be used are "XX% off" or "\$XX off" the MAP, but the total sale price must not be disclosed on any public forum. If the Reseller sells any unit below the MDR price, publicly or privately, it will be considered a breach of contract and the Company will initiate immediate termination of this Agreement.

The only exceptions for the MDR will be for special holiday pricing, set forth by the Company. The following dates and maximum discounted rates are as follows:

Pedal Commander P4 Units

- New Year's (December 31 January6): \$254.99 MDR "15% off" or "\$45 off"
- Valentine's Day (February 7 February14): \$254.99 MDR "15% off" or "\$45 off"
- Independence Day (July 1 July7): \$254.99 MDR "15% off" or "\$45 off"
- Labor Day (September 1 September7): \$254.99 MDR "15% off" or "\$45 off"
- Veterans Day (November 8 November14): \$254.99 MDR "15% off" or "\$45 off"
- Black Friday/Cyber Monday (November 23 November26): \$239.99 MDR "20% off" or "\$60 off"
- Christmas (December 1 December21): \$239.99 MDR "20% off" or "\$60 off"

Pedal Commander BT Units

- New Year's (December 31 January6): \$280.49 MDR "15% off" or "\$49.51 off"
- Valentine's Day (February 7 February14): \$280.49 MDR "15% off" or "\$49.51 off"
- Independence Day (July 1 July7): \$280.49 MDR "15% off" or "\$49.51 off"
- Labor Day (September 1 September7): \$280.49 MDR "15% off" or "\$49.51 off"
- Veterans Day (November 8 November14): \$280.49 MDR "15% off" or "\$49.51 off"
- Black Friday/Cyber Monday (November 23 November26): \$263.99 MDR "20% off" or "\$66 off"
- Christmas (December 1 December21): \$263.99 MDR "20% off" or "\$66 off"

FAILURE TO COMPLY WITH MAP POLICY WILL RESULT IN IMMEDIATE DEALER TERMINATION