



Lund International, Inc. MAPP FAQ's

As of August 1, 2013, Lund International is unilaterally implementing a Minimum Advertised Pricing Policy (MAPP). Maintaining and enhancing our brands' image, competitiveness, and position in the marketplace is important to us and to you as a Reseller of our products. Adhering to this policy will benefit us all. We greatly value the efforts of all of our Resellers to distribute and support our products.

We have prepared a short list of common questions about how MAPP will affect the way in which our Dealers sell our products. Should you have any additional questions, please contact your Lund International Sales Representative. Lund International thanks you in advance for supporting our new MAP policy.

- Can our Dealers sell at price points below MAPP?
 - Yes. Our policy applies only to the "Advertised" price. Dealers are free to sell at whatever price point at which they are comfortable.
 - Dealers are able to say "call for lowest price"
 - Dealers are able to display a price below MAP on their store shelves
 - Dealers can NOT advertise any price that is lower than MAPP
- Can an E-Comm site display a price below MAP in any place?
 - Yes, E-comm sites are free to discount products on the final transaction page, for any final check out ring, as long as the final price is not advertised outside of the final transaction page. The price displayed on all other pages must be at MAP or above.
 - E-comm sites can NOT display a price below MAP before the final transaction page.
- How does the inclusion or exclusion of shipping or freight impact our MAP price?
 - It does NOT. An E-Tail customer can sell the product with or without freight included in the price, as long as the price is at MAP or above.
- Can a Dealer offer a discount on an entire order that includes our products that have MAPP?
 - Yes. Our MAP policy is not in violation if, for example, a Dealer offers a 10% discount on all orders over \$200.
- How will Lund International monitor the MAP policy?
 - Lund International will be utilizing a third party software to monitor for and identify MAP violations
- How frequently will the software review the internet for MAP violations?
 - Weekly
- What parts will the software look for, for MAP violations?
 - All current parts that have established MAP prices – approximately 1,300



- What will we do when a violation is discovered to enforce the policy?
 - We will communicate all known facts regarding violations directly with the Reseller and request that the violation be resolved.
 - We will take further action as necessary and appropriate as outline in our MAP policy
- What if the violator is not a customer of Lund?
 - We will attempt to contact the Reseller directly and inform them of our MAP policy and that they are in violation.
 - What if that doesn't work?
 - We will establish a Do Not Sell List and publish on our website. We will also attempt to determine where the Reseller is purchasing the product and inform our that customer that the violator is on the Do Not Sell List