



Lund International, Inc. Minimum Advertised Price Policy (MAPP)

Effective June 1, 2013

As a leader in the automotive accessories industry, Lund International, Inc. prides itself on providing our customers with quality, innovative, and stylish products through our LUND, AVS, and Belmor brands. With the intent of maintaining and protecting both the actual and perceived value of our products, as well as supporting a fair and competitive environment for our distributors, dealers, and resellers, Lund International has implemented this minimum advertised price policy (MAPP).

- Applies in the United States, Canada and Puerto Rico
- The MAPP applies to all products with a MAPP price. There may be instances where certain Lund International products will not have a MAPP price.
- The advertising of Lund International's products below any established MAPP price is considered to be a violation of this policy.
- Advertising includes, but is not limited to, mailers, flyers, coupons, newspaper, radio, television, public signage, digital, electronic, and Internet media including the shopping cart.
- Advertising does not include in-store point of sale displays or promotions exhibiting the price, or on the shelf pricing.
- This policy applies only to Advertised prices. Lund International's distributors, dealers, and resellers may sell our products at any price point they choose. This policy limits only the ability to advertise a price lower than MAPP.
- The inclusion of "free goods" with the purchase of Lund International's products is considered a MAPP violation if the perceived value of the free good exceeds the difference between the selling price and the MAPP.
- Lund International reserves the right to authorize promotions and/or modify or suspend certain MAPP's at any time. Any such changes will apply to all distributors, dealers, and resellers and will be posted on Lund International's MAPP section of our website at www.lundinternational.com
- Lund International will actively monitor and enforce this MAPP. Violations may result in action being taken by Lund International, including:
 - Written and/or verbal notification of MAPP violations with an accompanying request to correct the violation
 - The suspension of discounts, marketing, or advertising coop funds
 - The removal of the right to use Lund International's intellectual property
 - No longer accepting purchase orders
 - Placing of a dealer or reseller on Lund International's "Do Not Sell" list



- Distributors of Lund International's products are to supply a copy of the MAPP to their Lund International resellers to be completed and returned to Lund International's MAPP Coordinator

By signing below, you acknowledge that you have received and understand Lund International's MAPP.

Company Name _____ Signature _____

Authorized Representative _____ Date _____
(please print)