



# Minimum Advertised Price (MAP) Policy

**Revision Effective December 15, 2023**

## **Introduction**

Marshall Genuine Products (MGP Caliper Covers®, “MGP”) is elevating the way customers take their aftermarket wheel accessories to heightened customer experiences. At MGP, we enable car enthusiasts and individuals who have a vehicle to upgrade their ride. Our customer base is passionate about their cars and embodies the attributes of an upgrade. MGP fully understands and recognizes that success is tied to our network of select dealers. That dealer base has invested enormous resources to ensure an unmatched customer experience. We want to fully protect our network to do this, while at the same time vigorously monitoring price-based advertising that would be detrimental to our dealer network. In this regard, MGP has unilaterally established this Minimum Advertised Price (“MAP”) Policy.

## **MAP Policy Statement**

MGP has the sole discretion and reserves the right to discontinue doing business with any reseller that advertises any product(s) covered by this MAP Policy at a price lower than the MAP including a distributor that sells to any buyer specified on MGP’s Do Not Sell list.

## **MAP Advertising Guidelines**

- a. The MAP (also known as Unilateral Pricing Policy) Policy applies to all advertisements of MGP products in any and all media, including but not limited to flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, television, radio, and public signage, as well as internet sites, social media sites, apps, or any other electronic media.
- b. The MAP Policy does not apply to on premise or in-store advertising that is not distributed to customers.
- c. Website features such as “check for price”, automated “bounce-back” pricing e-mails, discount at checkout, pre-formatted e-mail responses, forms and automatic price display for any items prior to being placed in a customer’s shopping cart and other similar features will be considered communications by the dealer and therefore constitute “advertising” under this MAP Policy.
- d. It shall not be a violation of this MAP Policy to advertise that a customer may “call or email for price” or to use similar language, with respect to MGP products, so long as no price is listed.
- e. As of the effective date of this program, MGP’s full Warranty does not apply to products purchased from unauthorized resellers or suppliers on Amazon, eBay, Walmart, Alibaba, Rakuten and other outlets (see MGP Warranty Policy). Advertising such products as “New”, “Like New”, “Out of Box” or similar without reference to reduced warranties is considered a deceptive practice and a violation of this MAP Program.

## **MAP Policy Violations**

- a) It is the responsibility of each Authorized Dealer to monitor MGP’s MAP Policy and product information.
- b) If MGP determines that a reseller has violated the Policy, an MGP Notice will be sent to the reseller alerting them of the Policy violation. The reseller should take appropriate action to remedy the violation within 72 hours.
- f. If violations are repeated (3rd violation), then MGP has the right to cease selling Products to the Authorized Dealer.



## **List of MAP Products**

### **Licensed Logos (Set of 4)**

(brand logos other than MGP)

Retail \$299

MAP \$289

### **Licensed Logos (Set of 2; fronts only/rears only)**

(brand logos other than MGP)

Retail \$199

MAP \$185

### **MGP Branded logo (Set of 4)**

Retail \$259

MAP \$249

### **MGP Branded logo (Set of 2; fronts only/rears only)**

Retail \$180.50

MAP \$172.00

For a full list of our part numbers and MAP pricing, please email [sales@calipercovers.com](mailto:sales@calipercovers.com)