

MotoHorn™ MAP Pricing Policy

Effective Date: April 2, 2025

Purpose

To ensure the integrity and value of the MotoHorn™ brand, we have established this Minimum Advertised Price (MAP) Policy. This policy is designed to maintain fair competition among our authorized resellers and to uphold the MotoHorn™ brand's reputation.

Products Covered

This MAP Policy applies to the following products:

- Dual Track™ — *A dual motorcycle horn with brackets and Y-split plug-in wires.*
- Dual Track™ Relay Kit — *A relay wiring kit designed for the dual motorcycle horn.*
- MotoHorn™ 3.0 — *A trumpet air horn kit for motorcycles and vehicles, including wiring kit and mounting hardware.*
- Road Flares™ Kit — *A bag containing 3 emergency LED lights with a charging cable.*
- Thermal Bag Bags™ Set — *Two motorcycle saddlebag liners with carrying, storing, and thermal functions.*

Minimum Advertised Price

The MAP for each product is set as follows:

- **Dual Track™: \$69 USD**
- **Dual Track™ Relay Kit: \$27 USD**
- **MotoHorn™ 3.0: \$129 USD**
- **Road Flares™ Kit: \$57 USD**
- **Thermal Bag Bags™ Set: \$99 USD**

Resellers are required to adhere to these minimum advertised prices in all advertising mediums, including but not limited to: print ads, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, internet or similar electronic media, television, radio, and public signage.

Our Commitment to Resellers

We trust our resellers to support the MotoHorn™ brand and its long-term value. While adherence to this MAP Policy is required for authorized resellers, we recognize that unique situations may arise. If you choose to locally advertise below the MAP, we won't impose legal or financial penalties — however, doing so may result in the loss of access to wholesale pricing, dealer benefits, and priority restocking.

Advertising Guidelines

1. **Price Display:** Resellers may not advertise any of the covered products below the MAP price. This includes all forms of advertising and promotional materials.
2. **Discounts and Promotions:** Resellers may offer in-store discounts, coupons, or other promotions that effectively lower the price of the products below MAP, provided that such discounts are not advertised. Price matching policies are not considered a violation of this MAP Policy, provided that the reseller does not advertise below MAP prices.
3. **Bundling:** Products may be advertised as part of a bundle or package; however, the advertised price of the bundle or package must be equal to or greater than the combined MAP of the individual products, unless otherwise stated in the exceptions below.
4. **Exception for Dual Track™ Bundles:** Resellers may advertise a \$10 USD* discount per Dual Track™ set if a customer purchases two or more Dual Track™ sets in a single transaction. This exception applies only to bundles with two or more Dual Track™ sets and does not extend to other non-bundled MotoHorn™ products in the order.

**This exception allows for a minimum bundle price of 2 units at \$59 USD each. If your standard single-unit sale price is above \$69 USD, you may advertise a larger multi-unit discount. However, regardless of the discount offered, the final advertised price must not fall below \$59 USD per unit.*

5. **Exception for MotoHorn™ 3.0 Bundles:** Resellers may advertise a \$34 USD* discount per MotoHorn™ 3.0 if a customer purchases more than one MotoHorn™ 3.0 in a single transaction. This exception applies only to bundles with two or more MotoHorn™ 3.0 units and does not extend to other non-bundled MotoHorn™ products in the order.

**This exception allows for a minimum bundle price of 2 units at \$95 USD each. If your standard single-unit sale price is above \$129 USD, you may advertise a larger multi-unit discount. However, regardless of the discount offered, the final advertised price must not fall below \$95 USD per unit.*

6. **Exception for Road Flares™ Bundles:** Resellers may advertise a \$8 USD* discount per Road Flares™ kit when a customer purchases two or more kits (6+ LED lights) in a single transaction. This exception applies exclusively to bundles of two or more Road Flares™ kits and does not extend to other non-bundled MotoHorn™ products in the order.

**This exception allows for a minimum bundle price of 2 units at \$49 USD each. If your standard single-unit sale price is above \$57 USD, you may advertise a larger multi-unit discount. However, regardless of the discount offered, the final advertised price must not fall below \$49 USD per unit.*

7. **Exception for Thermal Bag Bags™ Bundles:** Resellers may advertise a \$20 USD* discount per Thermal Bag Bags™ set (2 bags) if a customer purchases two or more Thermal Bag Bags™ sets (4 bags) in a single transaction. This exception applies only to bundles with two or more Bag Bags™ sets (4 total bags) and does not extend to other non-bundled MotoHorn™ products in the order.

**This exception allows for a minimum bundle price of 2 units (4 bags) at \$79 USD each unit (2 bags). If your standard single-unit (2 bags) sale price is above \$99 USD, you may advertise a larger multi-unit discount. However, regardless of the discount offered, the final advertised price must not fall below \$79 USD per unit (2 bags).*

8. **BFCM and 4th of July Exception:** During the Black Friday/Cyber Monday (BFCM) and 4th of July sales events, the advertised price may be below the standard MAP price as follows:

- Dual Track™ may be up to \$15 USD below the standard MAP price.
- MotoHorn™ 3.0 may be up to \$35 USD below the standard MAP price.
- Road Flares™ kit may be up to \$10 USD below the standard MAP price.
- Thermal Bag Bags™ set may be up to \$20 USD below the standard MAP price.
- **Dual Track™ Relay Kit must remain at the standard MAP price.**

9. **Email Discounts:** Resellers may offer discounts of up to 20% through direct email marketing. These discounts must be exclusive to email subscribers and not advertised publicly.

10. **Prohibited Advertising:** Resellers are not allowed to advertise these products through paid social media advertisements such as Facebook, Instagram, and Google paid advertisements that directly compete with MotoHorn™ advertisements on the same platforms.

Monitoring and Compliance

MotoHorn™ reserves the right to monitor the advertised prices of its products by its resellers directly or via third-party agencies. Any violations of this MAP Policy will be addressed promptly.

Non-Compliance

1. **First Violation:** The reseller will receive a written email warning and will have 72 hours to comply with the MAP Policy.
2. **Second Violation:** The reseller will face termination of their authorized reseller status and purchasing privileges.

In the case of non-compliance, we understand that business circumstances can change, and we will never penalize you for responsibly clearing out your final stock. Our focus is on long-term relationships built on mutual respect and open communication.

Policy Modifications

MotoHorn™ reserves the right to modify, suspend, or discontinue this MAP Policy, in whole or in part, at any time. Any changes will be clearly communicated to all authorized resellers.

Contact Information

For any questions or further information regarding this MAP Policy, please contact our support team, or the brand's CEO.

MotoHorn™ Sales and Marketing:
support@motohorn.com

MotoHorn™ CEO:
ceo@motohorn.com

Signed,

Raivo Sagur
CEO and Founder,
MotoHorn Trademark

