



# eCommerce MAP Pricing FAQ

## (Frequently Asked Questions)

April 1, 2019

### **Do I have to sell products for the prices shown on the MAP pricing schedule?**

No. You can sell products for whatever you like. You just can't advertise (see MAP policy) at prices below the MAP pricing.

### **Can I put a sign up in my store that is lower than MAP pricing?**

Yes! MAP pricing has nothing to do with what you post in your physical store. MAP only addresses advertising such as internet, mass mailing, radio or TV. See MAP policy for more details.

### **Is there a grace period to get our advertising changed?**

The grace period is from now until November 1, 2012. All advertised pricing must comply with the MAP policy by November 1, 2012.

### **Are all PullRite products subject to MAP pricing?**

No, only those items listed on the PullRite MAP pricing schedule.

### **Will MAP pricing remain static?**

No. From time to time, PullRite may offer promotions and temporarily lower MAP pricing. Also, price changes to suggested retail may occur, resulting in a change to MAP pricing.

### **Does this mean a distributor cannot advertise prices to their dealers?**

No. Distributors can still quote dealer and special pricing to their dealer network as usual. MAP pricing is restricted to retail advertising.

### **Since dealers purchase product through distributors, how can you enforce MAP policy?**

The MAP policy applies to Distributors who sell product indirectly. They are subject to the same actions as outlined in section 1 of the MAP policy.

### **If I have questions about MAP pricing, whom should I contact?**

All questions about this policy should be submitted in writing and directed to:

John Dycus  
PullRite Towing Systems  
13790 East Jefferson Blvd.  
Mishawaka, IN 46545  
MAP@pullrite.com

**IMPORTANT!** PullRite employees are not authorized to discuss, negotiate, modify or agree to any specific prices, price violations, or any specific clauses within the policy. Furthermore, PullRite will not discuss what, if any, action may or may not be taken on any specific violation to any third party members.