



## Minimum Advertised Pricing (MAP) Policy

This policy is made to protect the integrity of Black Widow Exhaust's product line through our network of resellers and distributors. The Black Widow Exhaust MAP pricing applies to, but is not limited to, online stores, advertising in catalogs, direct mail, websites, in-store displays and ALL other forms of advertising media (online, print or other).

Your minimum advertised price must be equal to or greater than Black Widow Exhaust's Manufacturer Suggested Retail Price on each product (unless approved by Black Widow Exhaust via email - and is limited to a 30 day duration). Discounting that results in an advertised price of ANY Black Widow Exhaust product through rebates, coupons, percentage discounts, or any other manner NOT approved by Black Widow Exhaust will be considered non-compliant to this MAP policy.

In the event that Black Widow Exhaust finds or receives information that a reseller or distributor is advertising a Black Widow Exhaust product below MAP, Black Widow Exhaust will contact the party in non-compliance. Once Black Widow Exhaust has notified the party, the pricing must be corrected within three business days. If the advertised pricing has not been corrected within three days, Black Widow Exhaust may, at any time, modify its pricing terms and/or refuse sales to any reseller or distributor in non-compliance.

Thank you,  
Black Widow Exhaust

For approvals, requests can be emailed to [info@blackwidowexhaust.com](mailto:info@blackwidowexhaust.com). Specifics should include requested discount, duration of promotion, location advertised and items listed by part number.

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