



Online Dealer MAP Pricing Policy

Effective December 1st, 2023

Leisurecraft's Minimum Advertised Pricing Policy is to collectively protect the brand value as well as reseller reputations by having all dealers selling at the same price level. This will allow consumers to purchase from resellers based on product support and customer service rather than lowest price.

- The MAP Price cannot be lower than the MSRP Price.
- The MAP Pricing applies to to all advertisements in any printed or electronic media.
- No Prices (including MAP Prices) shall be listed on any third party websites such as Amazon, Kijiji, Ebay, Craigslist etc.
- Discounting for Black Friday, Cyber Monday or any other event is not permitted unless communicated in writing from Dundalk Leisurecraft.

Enforcement

1. Soft Warning at first complaint – Prices must be corrected within 7 days.
2. Hard Warning at second complaint – Prices must be corrected within 3 Days.
3. Dealer Portal Access Removed at 3rd complaint for a minimum of 60 Days. – Review may occur after 60 Days

Lets work together to build your local reputation with our quality brands!

Dundalk LeisureCraft Inc.

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