



MAP Pricing Policy

Effective May 15st, 2023

All Leisurecraft products will now be a part of a Minimum Advertised Pricing Policy to collectively protect the brand value as well as reseller reputations by having all dealers selling on the same price level. This will allow consumers to purchase from re sellers based on product support and customer service rather than lowest price.

- The MAP Price cannot be lower than 5% of the MSRP Price in your territory.
- The MAP Price cannot be higher than 10% of the MSRP Price in your territory.
- The MAP Pricing applies to all advertisements in any printed or electronic media.
- The MAP Pricing does not apply to Brick & Mortar in-store advertising that is displayed in the store only and not distributed to any customers.
- No Prices (including MAP Prices) shall be listed on any third party websites such as Amazon, Kijiji, Ebay, Craigslist etc.

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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