



Your Largest Single Source for Aftermarket Mopar Parts

699 West Liberty Street • Medina, OH 44256 • Phone (330) 725-3990 • Fax (330) 723-4012

Minimum Advertised Price (MAP) Policy

In order to protect B/E&A Restoration Parts, Inc's reputation for exceptional products, B/E&A has adopted a Minimum Advertised Price (MAP) Policy for all our products. Effective as of February 12, 2007, B/E&A has established a minimum advertised price ("MAP") on B/E&A products identified on the B/E&A List Price Sheet. The policy applies only to U.S. dealers and distributors.

The MAP policy shall work under the following guidelines:

1. The MAP for all B/E&A products shall be listed on each B/E&A Official Direct Dealer price list. MAP pricing is established by B/E&A for specific B/E&A products and may be adjusted by B/E&A at its sole discretion.
2. The MAP policy applies to all advertisements of B/E&A products in any and all media, including, without limitation, flyers, mailers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, internet banner ads, broadcast emails and third party websites. Internet auctions may not display or have reserve bid or other acceptable prices below the MAP price. The MAP policy is not applicable to any in-store advertising.
3. MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the dealer's retail location or over the telephone. B/E&A dealers and distributors remain free to sell these products at any prices they elect.
4. MAP does not establish maximum advertised prices. All dealers and distributors may offer B/E&A products at any price in excess of the MAP established for such product.
5. B/E&A's MAP policy does not in any way limit the ability of any dealer to advertise that "they have the lowest prices" or, they "will meet or beat any competitors price", that consumers should "call for a price" or phrases of similar import as long as the price advertised for the products is not less than MAP.
6. From time to time B/E&A may discontinue certain products or engage in promotions with respect to certain products. In such events, B/E&A reserves the right to modify or suspend the MAP with respect to the affected products at its sole discretion. Such changes shall apply equally to all BEA distributors.
7. IMPORTANT: Please recognize the consequences for violating this MAP Policy are significant. Failure to abide by this policy will result in termination of the distributor. B/E&A does not intend to do business with distributors who degrade the image of B/E&A and its products. B/E&A will not provide prior notice or issue warnings before taking any action under this policy.
8. This MAP policy has been established by B/E&A to help ensure the legacy of B/E&A as a top producer of high performance, high quality, restoration parts and to protect the reputation of its name and products. The MAP policy is also designed to ensure dealers and distributors have the incentive to invest resources into services for development of B/E&A customers. B/E&A reserves the right to modify or suspend this MAP policy upon written notice to the dealers and distributors.

Please indicate your understanding and willingness to abide by its terms and condition by signing below

Authorized Rep: _____ Date _____

Print Name: _____ Company _____

Title: _____