

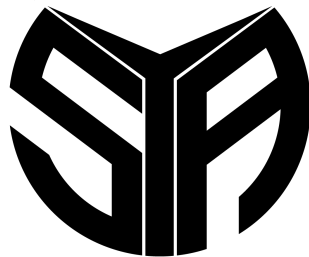


**Nivel Parts and Manufacturing Co., LLC**

**Internet Minimum Advertised Price (IMAP) Policy**

***HIGHLIFTER***<sup>®</sup>

***SEIZMIK***<sup>®</sup>





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## **Internet Minimum Advertised Price (IMAP) Policy**

Nivel Parts and Manufacturing Co., LLC's Off-Road Division is dedicated to producing the highest quality powersports parts and accessories in the industry.

This Internet Minimum Advertised Price (IMAP) Policy is established to maintain the integrity of our brands and to ensure a level playing field among all authorized dealers. It is designed to prevent price-based erosion of our brand equity and to support our dealer network in delivering high-quality service and value.

We are confident that this program will strengthen its competitiveness and benefit all resellers.

### **Policy Coverage**

This IMAP Policy covers the online advertising practices of all dealers and resellers located in the United States. This policy is strictly limited to restrictions on advertising.

The Policy applies to select products for the brands below:

- High Lifter Products®
- Seizmik
- Snorkel Your ATV®

This Policy is effective **October 15, 2025**, and will supersede all prior policies for individual Off-Road brands.

### **Advertising Scope**

This policy applies to all authorized dealers and resellers in all channels, including but not limited to:

- Company websites
- Digital advertisements (e.g., Google Ads, Facebook)
- Email marketing campaigns
- Online marketplaces
- Price comparison engines
- Print ads
- Social media advertisements or posts

## IMAP Guidelines

- Authorized dealers and distributors **must not advertise** Nivel Off-Road brands **below the Internet Minimum Advertised Price (IMAP)**.
- The IMAP pricing list is issued separately and may be updated from time to time. Dealers will be notified of changes.
- The IMAP applies to **advertised prices only**. It does **not restrict actual selling price** — dealers are free to sell at any price in person or via checkout.
- **Discounts, coupons, and rebates** that result in a net advertised price below IMAP are not allowed unless explicitly approved in writing.
- **Phrases such as "Call for Price", "Add to Cart to See Price", or "Contact Us for Best Price"** are considered IMAP violations if the effective price falls below IMAP.
- Dealers are permitted to offer "**value-added**" incentives in advertisements for products that increase the value and experience to the customer, if no mention of the monetary value is indicated for these value-added offers.

## Enforcement

Violation of this IMAP Policy will result in the following escalating actions:

**First Violation:** Dealer receives a formal notification of violation to correct all electronic violations from web pages, internet sales or other digital media within 2 business days.

**Second Violation:** Dealer receives a formal 30-day suspension of account and ordering privileges direct from Nivel Off-Road and/or the distributor of brands violated.

**Third Violation:** Dealer will be placed on a 90 day No Ship Basis regarding all products related to the brand violation.

**Fourth Violation:** Dealer receives a formal termination of authorized dealer status and removal from dealer program.

Management reserves the right to take additional legal or contractual remedies as appropriate.

## Exceptions

- From time to time, "amnesty" periods or IMAP holidays may be defined by Nivel Off-Road, allowing Dealers to advertise IMAP products below IMAP pricing. These intervals will be communicated via email, written correspondence, and/or internet posting.
- In-store advertising, in-store displays, in-store banners within a Dealer's interior exterior of the dealership facility and surrounding parking lot
- Promotional pricing campaigns initiated or approved in writing may be exempted from this policy.
- Bundling products with added value or services is allowed if the advertised price of the product itself is not below IMAP.
- E-mails, text messages, letters, and quotes from a Dealer addressed to an individual customer in connection with that customer's inquiries, specific expressions of interest or business with the dealership
- Advertising without any reference to price

## Communication & Updates

This policy is not subject to dealer negotiation or modification. All changes will be communicated via email or our partner portal. A product price list and IMAP pricing will be distributed to all dealers. It is the dealer's responsibility to provide reliable contact information to stay informed of current IMAP policies and pricing.

Nivel reserves the right, at its sole discretion, to modify, amend, suspend or cancel this Policy in whole or in part or designate promotional periods during which the terms of the Policy change or designate periods of time during which the Policy is not acceptable. Amendments to this Policy will not apply to any Dealer advertising that has already been prepared and is scheduled for delivery within thirty (30) days after the date that Nivel gives the Dealer notice of the amendment. Nivel also reserves the right to revise the applicable IMAP under this Policy, at its discretion, at any time without advance notice.

## Frequently Asked Questions

**Does the IMAP Policy dictate the price at which I can sell Nivel brands?** No, the IMAP Policy is not intended to control, influence, determine, restrict, or limit, in any way the price at which a Dealer may sell High Lifter®, Seizmik and Snorkel Your ATV®.

**What kinds of advertisements are covered by the IMAP Policy?** All advertisements as defined in the IMAP Policy.

**When can I advertise products at a discount without violating the IMAP Policy?** Only during defined "amnesty periods" as set forth in the IMAP Policy.

**Does the IMAP Policy allow advertising of free shipping?** Yes, a company is still permitted to offer "free shipping" or include extra fees or costs in addition to the products IMAP.

**Can I report violations of the IMAP Policy from other Dealers to my sales representative?** Any questions or comments regarding this Policy can be reported to Nivel Off-Road Division at [imapviolations@highlifter.com](mailto:imapviolations@highlifter.com).

**Can hang-tags on products in my showroom show a price lower than the MSRP?** This IMAP Policy is not applicable to any in-store advertising that is displayed only in the store and not distributed to any customers.

**Will the IMAP Policy ever change?** Nivel reserves the right, at its sole discretion, to modify, amend, suspend or cancel this Policy in whole or in part or designate promotional periods during which the terms of the Policy change or designate periods of time during which the Policy is not acceptable.

**How will I know if and/or when the IMAP Policy changes?** Nivel will communicate with its dealers via email, written correspondence, and/or internet posting concerning any change to this Policy which may occur.