



## **Fortune Auto Dealer Policy:**

Fortune Auto has established a revamped policy regarding minimum advertised price ("MAP") on all Fortune Auto products.

1. The MAP for Fortune Auto products is listed on [www.fortune-auto.com](http://www.fortune-auto.com) and the new 2018 Fortune Auto official dealer price list. MAP pricing is established by Fortune Auto on all products and may be adjusted by Fortune Auto at any time at its sole discretion.
2. This MAP Policy applies to all advertisements of Fortune Auto products listed in any and all media, including, dealer websites, forum websites, PM's (Private Messages), DM's (Direct Messages), Instagram posts, Facebook posts, flyers, coupons, magazines, catalogs, e-mail newsletters, and e-mail solicitations.
3. Advertising free or discounted products (whether made by Fortune Auto or another manufacturer) with a product covered by the MAP policy would be contrary to the MAP policy and will be considered a direct violation of MAP.
4. MAP does not establish maximum advertised prices. All dealers and distributors may offer Fortune Auto products at any price in excess of the MAP established for such product.
5. Shopping cart features on websites that list a lower than MAP price such as "click for price", automated "bounce-back" pricing e-mails, pre-formatted e-mail responses, forms, and automatic price display for any items prior to being placed in a customer's shopping cart, and other similar features are considered to be violations of MAP Policy.
6. Fortune Auto may discontinue models or engage in promotions with respect to certain products or holidays (Black Friday & Cyber Monday). During such events, Fortune Auto reserves the right to modify or suspend the MAP with respect to the affected products by notifying all dealers of such change. Fortune Auto further reserves the right to adjust the MAP with respect to all or certain products at its sole discretion. Dealers will be notified by Fortune Auto if there is a suspension of MAP on certain products or holidays.
7. Minimum selling price policy for all Fortune Auto Coilovers is up to \$100 less than MAP pricing.
8. The Minimum Selling Price only applies to customer inquiries to phone calls, replying to customer DM's, replying to customer PM's and replying to customer email's.

9. The Minimum Selling Price does not apply to advertisements on dealer websites, forum websites, Instagram posts, Facebook posts, flyers, coupons, magazines, catalogs, e-mail newsletters, e-mail solicitations, automated "bounce-back" pricing e-mails, pre-formatted e-mail responses, forms, and automatic price display for any items prior to being placed in a customer's shopping cart.

10. Failure to abide by this policy will result in the following:

- **1st Violation:** Written warning.
- **2nd Violation:** Termination of authorized Fortune Auto dealership for 3 months. A petition of appeal letter will be required to re-instate authorized Fortune Auto dealership after the 3 month period.

*All authorized Fortune Auto dealers are required to sign this revamped MAP policy.*

Name of Authorized Party (please print): \_\_\_\_\_

Company: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Phone: \_\_\_\_\_