

MAP Policies

Vendor <small>(click on name to view full policy)</small>	MAP Policy	Effective or Updated Date	Additional Information
Accel Perf. (Holley Perf.)	Specified Pricing by Vendor (see list)	January 2016	
Accutronix	No more than 10% off MSRP	December 2017	
Adaptive	Suggested Retail Price - No discounts	November 2010	
Airforce Blaster (Metro Vac)	Specified Pricing by Vendor (see list)	April 2017	MAP Price List
AIRHAWK	No more than 10% off MSRP	October 2019	MAP Price List
All Balls Racing Group	Specified Pricing by Vendor (see list) * Digital Platforms with approval only *	October 2019	Authorized Internet Reseller Agreement
Brands covered by the ABRG Policy: All Balls Racing Cylinder Works Fuel Star Hot Rods Supersprox Vertex Gaskets (formerly Winderosa) Vertex Racing Pistons Wrench Rabbit	*You will not sell or offer for sale on any Third Party Platforms/Marketplaces (This will include sites such as Amazon, Buy, Walmart.com, Rakuten, eBay, auction web sites, etc.) any AEP products over the Internet or any interactive electronic network without prior written approval from AEP. Without prior written approval you are subject to an immediate 4 th violation listed below. Please review and complete the authorized Internet Reseller Agreement and Application for consideration of approval.		Authorized Reseller Application
			MAP Price List
Alpinestars	Suggested Retail Price - No discounts	November 2018	
Antigravity Batteries	No more than 10% off MSRP	January 2019	
AO Coolers	Suggested Retail Price - No discounts	January 2017	
AquaCart	Suggested Retail Price - No discounts	January 2019	MAP Agreement
Aquatic AV	Specified Pricing by Vendor (see list) & Sales on Ebay or Amazon are prohibited	July 2019	MAP Price List Dealer Agreement
Arnott	Specified Pricing by Vendor (see list)	November 2015	
ATV-TEK	Specified Pricing by Vendor (see list)	April 2018	MAP Price List
Avon Grips	Suggested Retail Price - No discounts	January 2014	
Axia Alloys	No more than 5% off MSRP	December 2018	
Balboa Manufacturing	No more than 10% off MSRP	January 2015	
Battery Tender (Deltran)	Specified Pricing by Vendor (see list)	December 2009	
Bazzaz	No more than 15% off MSRP	August 2014	
Between the Lines Designs (BTL)	No more than 10% off MSRP	October 2019	MAP Price List
			Reseller Agreement
			Schedule 1 Agreement
BFGoodrich by Michelin	Specified Pricing by Vendor (see list)	January 2019	MAP Price List
Big Bike Parts	No more than 10% off MSRP	March 2015	
Bikeman Performance (BMP)	No more than 10% off MSRP	October 2018	
Bite Harder	Suggested Retail Price, no discounts & No 3rd Party Sites	March 2018	
Blac-Rac	Suggested Retail Price - No discounts	May 2018	
Blowson	Suggested Retail Price - No discounts	January 1989	
BOLT	No more than 10% off MSRP	August 2010	
Bomber Eyewear	No more than 15% off MSRP	September 2016	
Boss Audio	Specified Pricing by Vendor (see list)	October 2019	MAP Price List
Brass Balls	Suggested Retail Price - No discounts	January 2018	
BRG (BMX Racing Group)	Frames - MSRP (no discount) All other parts - No more than 5% off MSRP	October 2012	
C & A Pro	No more than 5% off MSRP	May 2019	
Caliber	Retailers may advertise Caliber products at a maximum of 5% below or 5% above Suggested Retail Price except during MAP Holidays. See policy for MAP Holiday details.	April 2019	
California Heat	Specified Pricing by Vendor (see list on policy)	April 2019	
Camso	Suggested Retail Price - No discounts	August 2011	Applies to all Camso products
Cardo Systems	Specified Pricing by Vendor (see list)	May 2019	MAP Price List
CGI (Cycle Group Inc) <small>Including Box Components & Promax Components</small>	No more than 10% off MSRP	January 2015	
Chub (the hive)	No more than 6% off MSRP	January 27, 2016	
Cirius USA	No more than 10% off MSRP	December 2016	
Cometic Gasket	Suggested Retail Price - No discounts	February 2017	
Condor	Specified Pricing by Vendor (see list)	November 2015	
Crupi Parts	Frames - MSRP (no discount) All other parts - No more than 5% off MSRP	October 2015	
CruzTools	No more than specified MAP pricing	January 2019	MAP Price List
Curve Industries	Specified Pricing by Vendor (see list on policy)	January 2017	
Danny Gray	No more than 10% off MSRP	August 2015	
Daytona Twin Tec	Suggested Retail Price - No discounts	May 2015	
D'Cor Visuals	Suggested Retail Price - No discounts	May 2016	Internet Addendum
Deuter USA	Suggested Retail Price - No discounts Sales on Ebay or other 3rd party auction sites are prohibited. Dealers are not permitted to advertise below MAP on Amazon or other 3rd party platforms and may not be "Fulfilled by Amazon".	September 2018	
DeVol Engineering	Suggested Retail Price - No discounts	March 2018	
Dia4Bike (Actia)	No more than 10% off MSRP	February 2017	
Dirt Freak	No more than 10% discount from MSRP prices for sales campaign programs.	September 2015	
Divas Snow Gear	Suggested Retail Price - No discounts during current selling season (August 1st-December 31st) No more than 10% off MSRP at Retail Selling Shows (Hay Days, Snowmobile USA Shows, Deer & Turkey Expo, etc) No 3rd party market place listings allowed without a qualifying stocking order. See rep for details.	October 2019	
DMP (DynamicMotoPower)	No more than 10% off MSRP	September 2013	

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Dobeck Performance	Specified Pricing by Vendor (See list at www.dobeckperformance.com/map-products.asp)	December 2015	
Dowco	No more than 15% off MSRP	June 2019	
DR.D	No more than 10% off MSRP	June 2013	
Drayko	No more than 10% off MSRP	July 2011	
DRC	No more than 10% discount from MSRP prices for sales campaign programs.	September 2015	
Driven Industries	No more than 10% off MSRP	October 2015	
DryGuy (Implus Corp)	Specified Pricing by Vendor (see Policy)	July 2017	
Dux Signal Kits (SuperATV)	Suggested Retail Price - No discounts	September 2017	
Dynojet	Specified Pricing by Vendor (see Policy)	July 2017	
E*Thirteen (the hive)	No more than 6% off MSRP	January 27, 2016	
EBC	No more than 5% off MSRP	November 2011	
EK Chain	No more than 10% off MSRP	June 2016	
Eklipse	No more than 10% off MSRP	March 2017	
Energy One	Suggested Retail Price - No discounts	August 2017	
ESI Grips	Specified Pricing by Vendor (see list) & No 3rd Party Sites	January 2017	
EVS	No more than 10% off MSRP	June 2009	
Feuling	MSRP	October 2019	
Figure Machine	Specified Pricing by Vendor (see list)	November 2015	
Firebrand	No more than 10% off MSRP	November 2018	
Fitch Fuel Catalyst	Suggested Retail Price - No discounts	June 2018	
Flash2Pass	Suggested Retail Price - No discounts	August 2017	
Flo Motorsports	No more than 10% off MSRP	June 2018	
FLY Racing	Suggested Retail Price - No discounts	September 2019	Authorized Seller Application
FLY Racing - EFFECTIVE October 1, 2019	***Casual apparel products of any status are exempt from the MAP policy in relation to advertised price but follows site listing restrictions as stated on the MAP policy in lines 6, 7, and 8. MAP on all other current product is MSRP.***	EFFECTIVE October 1, 2019	Casual Apparel List
FMF	No more than 10% off MSRP	November 2002	
Fox Shox	Dealers Obligation: Dealer agrees to pay for all FOX products as agreed and to keep and maintain a first class retail sales location and devote such time and capital as are required to successfully sell FOX products. Dealer agrees that all FOX products advertised in any media shall bear the "official FOX product number and product description" as provided by FOX. Dealer may only use official FOX trademarked logos (provided on request) in connection with its advertising of FOX products while this agreement is in effect. Dealer shall not advertise FOX products, in any media, at prices less than FOX suggested retail price as provided by FOX. Examples of media: Print ads, web sites, price list, written and or faxed quotes. Sales of FOX products on auction websites (example EBAY, but not limited to) are strictly prohibited.	September 2013	
Freedom Performance Exhaust	No more than 10% off MSRP	January 2019	MAP Price List
Frogg Toggs	Specified Pricing by Vendor (see price list)	January 2019	MAP Price List
Full Throttle, Inc	No more than 5% off MSRP	May 2014	
Funnelweb Filter (FWF)	No more than 10% off MSRP	December 2017	
Gaerne	No more than 10% off MSRP	October 2018	MAP Price List
Galfar	No more than 10% off MSRP	February 2010	
Garmin	Suggested Retail Price - No discounts	May 2019	MAP does not apply to accessories Reseller Program Reseller Application
Giant Loop	Suggested Retail Price - No discounts	December 2017	
Givi	No more than 10% off MSRP EXCEPT Outback Series no more than 25% off MSRP.	May 2019	Outback Series Amendment
Gmax	No more than 10% off MSRP Ebay and Amazon are the only permitted 3rd party sites. GMAX Amazon Retailer Buy-In Program must be submitted and approved before listing can be posted to Amazon.com	June 2019	MAP Price List
Go Cruise (2Wheel Ride)	No more than 5% off MSRP	December 2015	
HT Components	Suggested Retail Price - No discounts	June 2018	
Hammerhead Designs	Specified Pricing by Vendor (see Policy)	January 2019	MAP Price List
HardDrive	No more than 10% off MSRP	April 2013	
Heli Bars	Suggested Retail Price - No discounts	May 2011	
High Lifter	No more than 10% off MSRP No 3rd Party platforms	January 2019	
Highway 21	Suggested Retail Price - No discounts	January 2018	
Hinson	Suggested Retail Price - No discounts	February 2017	
HMF	Specified Pricing by Vendor (see list)	July 2019	MAP Price List
Hornet Outdoors	No advertising below VENDOR specified pricing	February 2018	MAP Price List
Hot Products (Monkey Grips)	No more than 10% off MSRP	March 2017	
Hydro-Turf	No more than 15% off MSRP	January 2014	
Hygear Suspension	Suggested Retail Price - No discounts	October 2019	

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ICEtrekkers (Implus Corp)	Specified Pricing by Vendor (see Policy)	July 2017	
IMS Products	Suggested Retail Price - No discounts	November 2018	
InnTeck (SKF)	Suggested Retail Price - No discounts	February 2018	
JC Racing	No more than 5% off MSRP	February 2018	
JW Speaker	Suggested Retail Price - No discounts	June 2018	
Jettribe Racing	No more than 20% off MSRP March-August No More than 40% off MSRP September-February	January 2016	
K&N	Dealers can not advertise sales of K&N products online without express written consent from K&N. Authorization can be requested via email at Policy@KNFilters.com. MAP pricing can be obtained through K&N. Dealers are not to sell or export product outside the United States, Canada or Mexico.	December 2018	
KFI	No more than 10% off MSRP	March 2015	
Kicker (Stillwater Designs)	Specified Pricing by Vendor	March 2017	
Kold Kutter	No more than 10% off MSRP	October 2017	
Kolpin / Cycle Country	No more than 10% off MSRP	January 2015	
KOSO North America	No more than 10% off MSRP		
Kryptonite	Specified Pricing by Vendor (see list)	November 2018	MAP Price List Online Seller Application
Kwik Tek	(See policy for MAP pricing)	February 2017	
Lindby	Specified Pricing by Vendor (see list on policy)	July 2015	
Lucas Oil	Specified Pricing by Vendor (see list)	July 2019	MAP Price List
LyndallRacing Brakes	No more than 10% off MSRP	July 2017	
MAC Performance	No more than 5% off MSRP	August 2017	
Magellan	Specified Pricing by Vendor	March 2017	
MagnaFlow	Suggested Retail Price - No discounts	February 2019	
Maier Powersports	No more than 10% off MSRP	January 2018	
Maxxis - ATV	Specified Pricing by Vendor	August 2016	
Maxxis - Bicycle	Specified Pricing by Vendor	January 2019	MAP Price List
MBRP	No more than 5% off MSRP	June 2019	
MC Baggers	No more than 3% off MSRP	January 2019	
Mechanix Wear	No 3rd party sites permitted.	January 2019	
Metro Vac (Airforce Blaster)	Specified Pricing by Vendor (see list)	April 2017	
Missing Link	No more than 10% off MSRP	February 2014	
Monkey Grips (Hot Products)	No more than 10% off MSRP	March 2017	
Motion Pro	No more than 10% off MSRP	September 2014	
Dealer Qualifications			
Moto Gate	No more than 10% off MSRP	March 2018	
Motoool Inc	Suggested Retail Price - No discounts	October 2015	
Motul	Specified Pricing by Vendor (see list)	April 2019	MAP Price List
MSD (Holley Perf.)	Specified Pricing by Vendor (see list)	January 2016	
Nash	Suggested Retail Price - No discounts	December 2015	
National Cycle	No more than 10% off MSRP	January 2007	
NavAtlas	Suggested Retail Price - No discounts	June 2019	MAP Price List
Nelson-Rigg	No more than 10% off MSRP	January 2019	MAP Price List
NiteRider	MSRP - No Discount except on promotional dates See policy for dates & discounts	May 2015	
NOCO	Specified Pricing by Vendor No 3rd Party platforms	July 2019	MAP Price List
No-Fog	Suggested Retail Price - No discounts	February 2018	
NXT-LVL	Suggested Retail Price - No discounts NXT-LVL is a multi branded product presented by Skinz and Fly.	October 2016	
NYNE	Specified Pricing by Vendor (see policy)	April 2017	MAP Promo Calendar
OneDesign (OneEmblem)	Specified Pricing by Vendor (see policy)	February 2018	
Open Trail	No more than 10% off MSRP	October 2014	
Ortovox - Winter Policy	Suggested Retail Price - No discounts Sales on Ebay or other 3rd party auction sites are prohibited. Dealers are not permitted to advertise below MAP on Amazon or other 3rd party platforms and may not be "Fulfilled by Amazon".	August 2019	
Ortovox - Summer Policy			
Outside Distributing	No more than 10% off MSRP	November 2013	
Park Tool	Specified Pricing by Vendor	January 2019	MAP Price List
Pathfinder (SoCalMotoGear)	Suggested Retail Price - No discounts	January 2018	http://www.socalmotivegear.com/map http://www.socalmotivegear.com/pricelist
Paul Yaffe's Bagger Nation	Suggested Retail Price - No discounts	January 2019	
PAUGHCO	Suggested Retail Price	October 2019	
PEET Dryer	Specified Pricing by Vendor (see list)	April 2018	US MAP Price List Canada MAP Price List
PIAA	Specified Pricing by Vendor (see list)	September 2014	
Pirelli Tires	Specified Pricing by Vendor (see list)	June 2019	MAP Price List
Pivot Pegz	No more than 5% off MSRP	December 2012	
POD	No more than 5% off MSRP	January 2014	
PowerMadd	No More than 10% off MSRP	May 2018	
Precision Billet	Suggested Retail Price - No discounts	March 2015	
Pro Armor	Suggested Retail Price - No discounts	January 2019	
Pro Circuit	No More than 10% off MSRP	April 2015	
Pro Pad	Specified Pricing by Vendor	October 2016	
Profile Racing	Specified Pricing by Vendor	April 2018	MAP Price List
Pro-One Performance	No More than 10% off MSRP	November 2017	
Proven Design Products	No More than 10% off MSRP	August 2016	
ProX	No More than 10% off MSRP	December 2010	
PSR (Power Stands Racing)	Suggested Retail Price - No discounts	January 2016	
Puig	No More than 5% off MSRP	February 2018	
Putco	Specified Pricing by Vendor (see list)	March 2014	

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RaceFace	Specified Pricing by Vendor (see list) No 3rd merchant or "auction" sites	February 2019	MAP Price List
RAM Mounts	Specified Pricing by Vendor (see list) Must obtain written approval from RAM Mounts for 3rd party sales. See Authorized Partner Application.	July 2019	3rd Quarter MAP Price List Authorized Partner Application
Raptor Titanium Ltd	Suggested Retail Price - No discounts	January 2014	
Recreational Necessities (Sure Grip Dollies)	No more than 10% off MSRP	October 2014	
Rekluse	Suggested Retail Price - No discounts	January 2019	
RevArc (Bosski)	Suggested Retail Price - No discounts	February 2018	
Rick's Motorsports	Specified Pricing by Vendor (see list)	February 2019	MAP Price List
Rigid Industries	Specified Pricing by Vendor	February 2019	MAP Price List Reseller Terms and Conditions
Risk Racing	Suggested Retail Price - No discounts	November 2015	
ROK Straps	Specified Pricing by Vendor (see list)	November 2017	MAP Price List
Rox Speed FX	No more than 10% off MSRP	March 2013	
RZ Mask	Suggested Retail Price - No discounts	April 2012	
Sawicki Speed	No more than 10% off MSRP	October 2015	
Schwalbe Tires	No more than 8% off MSRP	October 2015	
Scorpion Sports	Suggested Retail Price - No discounts	May 2018	
Scosche Industries	Specified Pricing by Vendor (see list) No 3rd party market places allowed.	November 2018	MAP Price List Internet Reseller Letter
Scott Sports	Suggested Retail Price - No discounts Except within specified promotional periods at specified discounts. See Policy for full details.	June 2018	
SDG Components	No more than 10% off MSRP	October 2017	
Seizmik	No more than 5% off MSRP	June 2019	MAP Price List
SENA	See price list and policy for MAP pricing	April 2019	MAP Price List Retailer Agreement
Shogun	No more than 10% off MSRP	December 2013	
SKF (InnTek)	Suggested Retail Price - No discounts	February 2018	
Skinz Protective Gear	No more than 10% off MSRP	January 2012	
Slipstreamer	No more than 10% off MSRP	January 2010	
Smooth Industries	Suggested Retail Price - No discounts	April 2014	
SoCalMotoGear (PathFinderLED)	Suggested Retail Price - No discounts	January 2018	www.socalmotivegear.com/map www.socalmotivegear.com/pricelist
Solas	Suggested Retail Price - No discounts	June 2017	
Speagua Sound Co.	Suggested Retail Price - No discounts See policy for specific pricing and "Bundling Guidelines"	September 2015	
Spidi	Suggested Retail Price - No discounts No sales on any online auction or e-commerce websites, other than the dealer's own retail website. No Ebay, Amazon, or any similar third party site. Non-current product is exempt from policy, but must be indicated as a "non-current" product.	Updated May 2012	
Spike Powersports	No more than 10% off MSRP	February 2019	MAP Price List
SSV Works	Suggested Retail Price - No discounts	January 2019	MAP Price List
Starting Line Products	No more than 5% off MSRP	December 2009	
Stillwater Designs (Kicker)	Specified Pricing by Vendor	March 2017	
Straightline Performance	Suggested Retail Price - No discounts	May 2018	
Strider	Dealers are required to be a Strider Authorized Dealer to purchase product. Suggested Retail Price - No discounts No 3rd party selling	April 2015	Authorized Dealer Agreement https://striderbikes.com/dealer-application/
Superclamp	No more than 10% off MSRP	October 2014	
Supercross BMX	No more than 10% off MSRP	September 2015	
TC Bros. Choppers	Suggested Retail Price - No discounts & No 3rd Party	January 2017	
TechMate	No more than 10% off MSRP	January 2012	
Techmount	Generation 4 or new cannot be sold on Amazon except by Techmounts, High Gear, and it's authorized affiliated dealer Power Sports USA	January 2014	
Tender	Suggested Retail Price - No discounts	October 2014	
ThermaCELL	Specified Pricing by Vendor (see Policy) Promotional pricing allowed from Nov 1-March 30. See page 2 of the Policy for specific pricing.	June 2015	
Time Sports	Specified Pricing by Vendor	March 2016	
Top Shelf (AAC Brands)	Specified Pricing by Vendor (see list)	June 2017	FAQ
Trail Tech	Suggested Retail Price - No discounts	January 2019	
Tru Tension	Suggested Retail Price - No discounts	August 2017	
TTS	Suggested Retail Price - No discounts Dealer required to be authorized reseller. See policy for application. Return app to mapadministrator@wps-inc.com.	December 2017	
TUBliss	No more than 10% off MSRP	December 2014	
Turtle Fur	Specified Pricing by Vendor	August 2018	MAP Break Schedule
Two Bros. Racing	Specified Pricing by Vendor (see Policy)	June 2019	
Uclear	Suggested Retail Price - No discounts Amazon Authorized Reseller application must be submitted and approved before listing can be posted to Amazon.com	October 2018	See Policy for Price List and Amazon Authorized Reseller Form and details.
Unabiker	Suggested Retail Price - No discounts	September 2016	
Van Amburg Enterprises (VEI)	No more than 10% off MSRP	May 2016	
Venture	MSRP on specified products	May 2014	
VooDoo	No more than 10% off MSRP	January 2019	MAP Price List

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Vortex	No more than 15% off MSRP	October 2011	
Warn	Specified Pricing by Vendor (see list) Applies to items listed on MAP Price List ONLY.	January 2019	MAP Price List Internet Reseller Agreement
Wild 1, Inc	No more than 10% off MSRP	May 2018	
Wiseco	Specified Pricing by Vendor (see list)	July 2019	MAP Price List
Woody's	No more than 17% off MSRP	June 2018	
Works Connection	Suggested Retail Price - No discounts MAP policy on Full product listing, see attached for part numbers and pricing	January 2016	
WSM	No more than 10% off MSRP	March 2015	
Yaktrax (Implus Corp)	Specified Pricing by Vendor (see Policy)	July 2017	
Yess BMX	No more than 10% off MSRP	March 2016	
Yoshimura	No more than 5% off MSRP	January 2019	
ZETA	No more than 10% discount from MSRP prices for sales campaign programs.	September 2015	