



**Premier Racing Products**

43352 Business Park Dr., Temecula, CA 92590

Tel: (951) 894-5104 Fax:(951)894-5108

## **BESTOP PRP, LLC NORTH AMERICAN RESELLER POLICY**

*By purchasing PRP products for resale, you agree to adhere to this Reseller Policy.*

To ensure that all Bestop PRP, LLC (herein known as PRP) resellers can sustain healthy margins on all PRP products and to ensure that all PRP's end-users are being provided a quality sales experience and customer support, PRP has announced this Reseller Policy (the "Reseller Policy"). PRP believes that its end-user customers are best served by having resellers who market PRP's products as a premium brand and who provide an outstanding level of service and support to their end-user customers throughout the United States and Canada. This agreement covers all Bestop PRP, LLC brands including PRP, Status, Bullring, and SpeedStrap.

PRP has also decided that, to maintain and protect the viability of the PRP reseller network for its products, to protect the value associated with PRP's brands in connection with its products, and to ensure high-quality support by resellers to end-users of those products, resellers must comply with the following terms and conditions:

1. **3<sup>RD</sup> PARTY INTERNET SALES PROHIBITED.** Resellers shall be prohibited from selling PRP products on any 3<sup>rd</sup> Party Internet site (Amazon, eBay, etc.), unless they apply and are approved by PRP, and execute an Authorized Internet Reseller Agreement regulating the manner in which they sell online;
2. **TRANSSHIPPING.** Resellers shall not act as distributors and transship PRP products. Specifically, resellers shall not sell or transfer any PRP products to any person or entity for resale. Resellers agree to restrict, cease, or limit the sale of PRP products to anyone at the request of PRP;
3. **INTELLECTUAL PROPERTY.** The use of the intellectual property of PRP, including, but not limited to, trademarks, tradenames, product images, marketing banners, and other digital and physical assets, is limited to authorized PRP distributors and resellers only. Any unauthorized use is prohibited;
4. **SALES PRACTICES.** Resellers shall always conduct their business in a reasonable and ethical manner. Resellers shall neither engage in any deceptive, misleading, or unethical practices or advertising at any time, nor make any warranties or representations concerning the products except as expressly authorized by PRP. Resellers shall comply with any and all applicable laws, rules, regulations, and policies related to the advertising, sale, and marketing of PRP products.
5. **QUALITY CONTROLS.** Resellers shall comply with all quality control standards, including, but not limited to, advertising, storage, and shipping requirements, as announced from time to time by PRP;
6. **UPP.** Resellers are informed of PRP's UPP Policies as they apply to the advertisement for sale of PRP products from resellers to end-users in the United States and Canada. There is no agreement, express or implied, between PRP and resellers with respect to the advertised or resale pricing of PRP products.
7. **SERVICE.** Resellers shall provide the highest levels of customer service. Resellers and their sales personnel shall be familiar with all PRP products marketed for sale and must obtain sufficient product knowledge to advise customers on the selection of the products, as well as any applicable warranty, guarantee, or return policy;
8. **PRODUCT PACKAGING.** Resellers shall sell PRP products in their original packaging. Relabeling, repackaging (including the separation of bundled products or the bundling of separate products), and other alterations are not permitted. Tampering with, defacing, or otherwise altering any serial number, UPC code, batch or lot code, or other identifying information on products or their packaging is prohibited. Resellers shall not remove, translate, or modify the contents of any label or literature on or accompanying the products;



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**9. ADDITIONAL TERMS AND CONDITIONS.** Resellers agree to comply with the additional terms and conditions set forth by PRP from time to time, which may be changed by PRP at its sole discretion.

PRP reserves the right to update, amend, or modify this Reseller Policy at any time. Unless otherwise provided, such amendments will take effect immediately, and a reseller's continued use, advertising, offering for sale, or sale of the products will be deemed reseller's acceptance of the amendments.

If PRP determines that a reseller is in violation of this Reseller Policy, PRP may take any and all appropriate legal actions, including, but not limited to, adding Reseller to PRP's Do Not Sell List and refusing to accept orders from the reseller or instructing its distributors to refuse to accept orders from the reseller.

Any questions regarding this Reseller Policy must be emailed to: [CS@mapservicescorp.com](mailto:CS@mapservicescorp.com)

**REV Jan 1st, 2025**