

# **Reseller Marketing Policy**

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## **Introduction**

This document acts as official company guidelines on how to effectively represent the CeramicSpeed brand and product range as a recognised reseller.

Each and every reseller of CeramicSpeed products, through actively advertising the sale of CeramicSpeed products, agrees to the guidelines presented within this "Reseller Marketing Policy" document.

A CeramicSpeed Reseller is a retailer, physical and/or online, that purchases products for the purpose of resale through an officially recognised CeramicSpeed distributor and/or CeramicSpeed as a company direct.

CeramicSpeed Sport A/S and CeramicSpeed Sport Americas, LLC. reserves the right to change or discontinue any program upon thirty (30) day written notice if it is deemed guidelines held within this document are not effectively followed.

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## **Internet Sales Policy**

Reseller agrees not to sell or offer for sale any current CeramicSpeed product over the Internet or any interactive electronic network without prior written approval from CeramicSpeed. CeramicSpeed reserves the right in CeramicSpeed's sole discretion to approve or disapprove of the sale or offering for sale by any Reseller of CeramicSpeed products over the Internet or any interactive electronic network. Reseller faces possible cancellation of account if violating this policy.

## **Internet Auction Policy**

Reseller agrees not to sell or offer for sale any current CeramicSpeed product (excluding newly overhauled or used products) via any Internet auction website. Reseller agrees not to sell or offer for sale any CeramicSpeed product on any third-party website, without prior written approval from CeramicSpeed. Current CeramicSpeed products are defined as those which appear listed as having a MAP price (see page 5 for MAP policies). Any newly overhauled or used products sold via Internet auction must be identified as such in the auction item description.

Reseller faces possible cancellation of account if violating this policy. Products purchased through online auctions are not eligible for warranty coverage.

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## MAP Policy

To protect the investment of our resellers and CeramicSpeed's brand reputation, we have unilaterally adopted a MINIMUM ADVERTISED PRICE POLICY ("MAP Policy"). The policy states as follows:

*"CeramicSpeed established this MAP Policy to ensure brand consistency and due to the fact that reseller advertising and sales practices, that promote CeramicSpeed products primarily on the basis of price, are to be streamlined across the entire region of the United States and Canada.*

*Any or such resellers operating away from the CeramicSpeed MAP Policy could be detrimental to resellers' service and support efforts and CeramicSpeed's competitive position. Such activities can be harmful to CeramicSpeed's brand, reputation and competitiveness, and allow some resellers to take advantage of the service and support efforts of others. CeramicSpeed believes that these practices are unfair and thus discourages such efforts.*

*CeramicSpeed, in its unilateral discretion, will not do business with any reseller, as to the products covered by this MAP Policy, if that reseller intentionally advertises any MAP Product below its MAP price. CeramicSpeed is confident that this program will strengthen its competitiveness and benefit all of its resellers."*

The CeramicSpeed MAP Policy can be found in full via your CeramicSpeed contact person, distributor or the company website:

<http://www.ceramicspeed.com/sport/about-ceramicspeed/map-policy/>

All Minimum Advertised Prices are visibly displayed and accessible with each distributor of CeramicSpeed products.

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## Warranty

CeramicSpeed warrants all CeramicSpeed bearing products to be free from defects in materials and workmanship. The warranty is effective from the original date of purchase. The warranty of all CeramicSpeed products is non-transferable and valid to the original purchaser of the product only.

CeramicSpeed acknowledges that the main threat to bearing failure is corrosion within the bearing itself. Corrosion occurs as a direct result of improper maintenance. CeramicSpeed does not warrant or recognize bearing corrosion under warranty. Correct maintenance guidelines for CeramicSpeed products can be found within the 'maintenance' section of the CeramicSpeed website.

Any CeramicSpeed product found to be defective in materials and/or workmanship will be repaired or replaced at the discretion of CeramicSpeed. It is the sole responsibility of the product user to inspect and examine the product on a regular basis to determine the need for correct maintenance or replacement. Not covered under this warranty program are products that are determined to be tampered with, modified or neglected, misused, in lack of maintenance, subject to normal wear and tear, effected by a crash or sudden obscure impact, improper installation/reinstallation and/or used for any other purposes other than the original intended use. All warranty cases will be determined solely upon review by CeramicSpeed. Each case will be reviewed individually by CeramicSpeed.

To file a claim for warranty follow the simple 2-step process as displayed under the 'Warranty' section of the CeramicSpeed website. For ease of processing and handling, it is highly recommended that all customers register your CeramicSpeed product within 30 days from the original purchase.

The full CeramicSpeed Warranty terms can be found in full via the CeramicSpeed website: <http://www.ceramicspeed.com/sport/warranty/warranty-terms/>

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## Contact Information

Website: [www.ceramicspeed.com](http://www.ceramicspeed.com)

General Email Inquiries: [sport@ceramicspeed.com](mailto:sport@ceramicspeed.com)

### **U.S/Canada Sales & Tech Inquiries**

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