

Dealer Application Form

Dobeck Performance
 157 Progressive Drive
 Belgrade, MT 59714

Phone: 1-406-388-2377
 Toll Free: 1-877-764-3337
 Fax: 1-406-388-2455
 Email: sales@dobeckperformance.com



Please complete the following application and fax or email the form back.

****Be sure to also provide a copy of your Business License or Reseller Certificate.****

If you plan to list DP products on Amazon, Ebay or other E-Commerce channels, then you must prove you have a brick-and-mortar location to get permission to list from Dobeck Performance.

Company Name:					
Main Contact:					
Authorized Buyers:					
Preferred Payment:	<i>Credit Card</i>	<i>COD</i>	<i>PayPal</i>	<i>Wire Transfer</i>	<i>Check</i>
Preferred Shipping: (circle one)	<i>US Mail (Recommended)</i>			<i>UPS</i>	
<i>If you have a UPS Account # you would like to keep on file, please list it here:</i>					
Phone Number:				Years in Business:	
Fax Number:					
Email:					
Website:					
	Billing:			Shipping:	
Address:					
City:					
State/Providence:					
Zip/Postal Code:					
Country:					
Do you own a Dyno? Yes or No	If Yes, what make/model dyno?				
Circle the ones that describe this business	<i>OEM Retailer</i>	<i>Online Store</i>	<i>Manufacturer</i>	<i>All Model Sales & Service</i>	
	<i>Custom Builds</i>	<i>Performance Shop</i>	<i>Dyno Shop</i>	<i>Parts & Service</i>	<i>Race Team</i>
	<i>1-Man Show</i>	<i>Family Owned</i>	<i>Small Business<15</i>	<i>Large Business15+</i>	
List OEM brands you work with:					
What industries do you sell to?	<i>Motorcycle</i>	<i>ATV/ UTV</i>	<i>Snowmobile</i>	<i>Scooters</i>	<i>Watercraft</i>
Initial Product to Order:					



DOBECK PERFORMANCE

157 Progressive Drive, Belgrade, MT 59714

877-764-3337 (toll free USA) | 406-388-2377 | 406-388-2455 (fax)

sales@dobeckperformance.com | www.DobeckPerformance.com

MAP POLICY

In order to build and maintain integrity for Dobeck Performance's (DP) brand equity by emphasizing the value and quality of DP's products through advertising and marketing, DP has established a Minimum Advertised Price (MAP) Policy that an authorized reseller must follow for the advertising and marketing of all DP products. All DP authorized resellers must agree to the terms and conditions of the following MAP Policy.

DP's MAP Policy Guidelines

MAP pricing levels for all regulated DP products can be found at www.DobeckPerformance.com/map-products.asp. All advertised prices must be at or above MAP for all listed products. Resellers are not required to list prices in advertising; however if a price is listed, it must be at or above MAP. Other statements such as "call for price" or "call for quote" are acceptable and permitted. Resellers are at liberty to offer special "deal specific" pricing on a case by case basis, as long as this isn't publicly advertised. Resellers are responsible for ensuring their pricing is at or above MAP on internet search engines. DP's MAP policy for products applies to advertising placements, including but not limited to: print ads (inserts, magazines, newspapers, catalogs, mail order catalogs, etc.), broadcast (radio and TV), direct mail, faxes, internet placement with third parties (banner ads, broadcast emails, destination pages, third-party sites), internet placements on resellers own website, and any flyers, posters or coupons.

Ebay/Amazon/E-Commerce Sales

If you plan to list DP products on Amazon, Ebay or other E-Commerce channels, you must prove that you have a brick-and-mortar location and are offering DP products through other sales channels. Dealers must have permission from Dobeck Performance before listing items on Amazon/Ebay. All DP products listed on Amazon/Ebay must comply with the MAP Policy.

Internet Site Pricing

Prices for products that are below MAP may NOT appear in any online search tool (i.e., Google Shopper, Price Grabber, Next Tag, etc.) where the reseller website is linked as the source.

NOTE: Online sales and marketing strategies that result in advertised pricing below the MAP pricing thresholds are prohibited. In certain cases, the 'add to cart' or 'click here to see our low price' strategies will result in MAP violations. Google Checkout will advertise the last price paid for a product. Therefore, when DP products are sold at prices below MAP pricing thresholds, an advertising event is created to the next consumer because they see the product and the 'last price sold' without having to 'add to cart.' This type of inadvertent advertising is NOT PERMITTED and must be monitored by the Authorized Reseller or the Reseller risks losing the authorization to sell DP products.

Pricing Statements

DP's MAP Policy does allow resellers to omit pricing entirely from advertisements and/or add statements such as "Call for Price" or "Call for Quote." Statements such as 'Add to Cart,' 'Add to Cart to See Price,' 'See Price in Cart,' or 'Click Here to See Our Low Price,' are no longer acceptable within the DP MAP policy agreement.

Free Offers Associated with DP Products

Free shipping and/or handling, 0% sales tax, or free financing promotions do not violate DP's MAP policy.

DP Products

Price matching policies are acceptable; however, they cannot be used as a valid reason for violations of DP's MAP Policy. Advertised price must always be at MAP or higher.

Failure to Comply with DP's MAP Policy

At the discretion of DP, intentional and/or repeated failure to abide by DP's MAP Policy can result in the loss of authorization status and your ability to order DP products at your current reseller price.

Business Name _____ Date _____

Business Address _____

Authorized Signature _____ Title _____