

DEALER PROGRAM

	TIER 1	TIER 2	TIER 3	TIER 4
Dealer Discount	20%	25%	30%	35%
Annual Purchase Volume	\$1500 (Buy In)	\$5000	\$8000	\$24,000
Minimum Order	\$500	\$750	\$1000	\$2500
Free DuroBumps Product Shop / Employee / Ambassador Vehicles		1 Vehicle	2 Vehicles	3 Vehicles
Free Products Contributions (Annual) Events / Charity / Raffle		\$200	\$500	\$1500
Dealer added to Durobumps "Dealer Locator Map" on website			X	X
Free DuroBumps Banner			X	X
Drop Ship Requests			X*	X*
Free Shipping on Stock Orders				X*
DuroBumps in-person Event Participation				X*
Buy-Back Program			X	X

*Certain Restrictions Apply

DEALER REQUIREMENTS

Dealer Website		X	X	X
Dealer Website with E-Commerce			X	X
Social Media Presence Facebook / Instagram / Youtube		X	X	X
DuroBumps Product Line Listed on Dealer Website - Minimum 5 SKUs			X	X
Strict Adherence to MAP Agreement	X	X	X	X





Dealer Program Details

Dealer Discount - Dealer may buy-in at any Tier at any time. A minimum initial purchase of \$1500 is required to enter the Dealer Program at Tier 1. Subsequent Tiers may be achieved based on Annual Purchase Volume and meeting key requirements shown in the Dealer Program Chart. Dealer is required to meet the minimum order volume per respective Tier or will be moved to the appropriate Tier per met requirements. Any orders not meeting order minimums will be invoiced at a maximum discount of 15% and will not qualify for free shipping.

Dealer Discount Restrictions: U-Bolt Flip Kits must be ordered in lots of five units. Any order outside of the lot quantity will be invoiced at a maximum discount of 15% and will not qualify for free shipping.

Annual Purchase Volume - Dealer purchase volume is based on a 12-month rolling period. Any dealer may advance to a higher Tier by meeting purchase volume and additional Tier requirements.

Minimum Order - All dealer orders must meet minimum purchase volume requirements per respective Tier. Any orders not meeting order minimums will be invoiced at a maximum discount of 15% and will not qualify for free shipping.

Free DuroBumps Product - Dealer may qualify for free DuroBumps product depending on respective Tier. Free product availability is based in a rolling 12-month period. DuroBumps free product is intended to be used by the dealer for shop, employee, and brand ambassador vehicles to display DuroBumps products in their intended use.

Free Event Contributions - Dealer may qualify for free DuroBumps product depending on respective Tier. All contributions are based on respective Tier and in a rolling 12-month period. Event contributions may include DuroBumps bump stops, unique raffle items and swag packs. Item selection for contribution will be at the discretion of DuroBumps.

Dealer Locator Map - Dealer may qualify to have their business contact information and location added to the DuroBumps website Dealer Locator Map reflecting as an official DuroBumps dealer.

Free DuroBumps Banner - Dealer may qualify for free DuroBumps banner depending on respective Tier. The banner is 3 x 5 foot in dimension and features the full color DuroBumps logo proudly displayed over our great American Flag.

Free Shipping on Stock Orders - Dealer may qualify for free shipping depending on respective Tier. Free shipping is dependent of meeting minimum order volume as well as the lot requirements for U-Bolt Flip Kits.

DuroBumps In-Person Event Participation - Dealer may qualify for in-person event participation which may include DuroBumps product display booth, interactive product demonstrations, company and or ambassador vehicles displaying DuroBumps products.

Drop-Ship Options - DuroBumps strongly discourages any drop-ship requests but does understand the occasional need arises and allows for Tier 3 and 4 fulfillments. Any drop-ship request will be at a maximum discount of 25% and will not qualify for free shipping. All shipping expenses, including a \$15.00 service fee, will be added to drop-ship invoicing and will be the responsibility of the dealer. No expedite shipping options are available.

Buy-Back Program - Dealer is permitted a once annual two for one stock adjustment. Dealer may return unused, slow moving product in exchange for fast moving product twice the amount of what is returned. All shipping expenses are the responsibility of the dealer.

Dealer Program Requirements

Dealer Website - Dealer is required to have a company website.

Dealer E-Commerce Website - Dealer is required to have an e-commerce website with a shopping cart that offers aftermarket automotive parts and accessories for sale including the DuroBumps product line.

Dealer Website Five SKU Minimum - Dealer must have a minimum of five DuroBumps SKUs listed on their website and readily available for purchase.

Social Media Presence - Dealer is expected to have an active social media presence which may include Facebook, Instagram, YouTube, etc. Dealer agrees to promote the DuroBumps product line through their social media platforms.

Strict Adherence to MAP Agreement - All dealers are required to adhere to the DuroBumps MAP Agreement. Any violation will be grounds for immediate removal from the dealer program.

DuroBumps Product Descriptions and Photos - All dealers are required to use DuroBumps full product descriptions and provided photos.

Payment Options - DuroBumps prefers invoice payments to be made via ACH or check. Credit cards are accepted however, invoices will incur a 2.5% processing fee. All invoices must be paid in full prior to their processing as no payment terms are offered by DuroBumps.

Dealer Program Signature

Dealer Company Name: _____

Authorized Signer's Printed Name: _____

Authorized Signer's Title: _____

Signature: _____ **Date:** _____