



Minimum Advertised Price (MAP) Policy / Agreement

Introduction

United Engine & Machine ("UEM Pistons") actively supports the advertising, promotion, and sale of its products by its authorized dealers and sales representatives.

Effective February 16, 2026, United Engine & Machine is implementing a Minimum Advertised Price (MAP) Policy covering four UEM product brands: Silvolite®, Dualoy®, ICON®, and KB Performance® Pistons.

This MAP policy applies to all dealers, distributors, resellers, and sales representatives. The purpose of this policy is to protect brand value, preserve fair competition, and maintain the long-standing reputation of UEM Pistons and its product lines.

1. Brand Scope and Enforcement

This MAP policy governs the following UEM Pistons brands, with enforcement applied according to brand positioning and market requirements.

1.1. ICON® and KB Performance® Pistons

1.1.1. MAP pricing is mandatory and strictly enforced for these brands. Full compliance with this policy is required. Violations may result in enforcement actions as outlined herein.

1.2. Silvolite® and Dualoy®

1.2.1. For these brands, MAP pricing is provided as a suggested advertised pricing guideline intended to support market stability and brand consistency.

- UEM Pistons will monitor advertised pricing for general alignment with published pricing guidance.
- Enforcement, if any, will be applied at UEM Pistons' sole discretion, taking into account market dynamics, customer relationships, and overall brand health.
- Failure to follow suggested MAP pricing for these brands does not automatically constitute a violation of this policy.

UEM Pistons reserves the right to adjust enforcement levels by brand, channel, or market condition at any time without prior notice.

2. MAP Definition

For applicable brands, Minimum Advertised Price (MAP) is defined as the published list price provided in the official UEM Pistons Pricing Guide.

- MAP pricing is established unilaterally by UEM Pistons.
- MAP pricing may be modified, updated, or withdrawn at UEM Pistons' discretion.

3. Scope of Advertising

This policy applies to all forms of advertised pricing, including but not limited to:

- Print advertising
- Online and e-commerce websites
- Marketplaces and internet auction platforms
- Email marketing and digital promotions
- Social media, paid ads, and sponsored content



4. Price Display Restrictions

When pricing is displayed for MAP-governed products:

- Advertised prices below MAP are prohibited where MAP is enforced
- Strike-through pricing, discount comparisons, or implied price reductions below MAP are prohibited
- Language or graphics implying a price below MAP are prohibited

5. Actual Selling Price

This MAP policy applies **only to advertised prices**.

It does **not** apply to:

- In-store transaction pricing
- Telephone or direct customer negotiations
- Final pricing agreed upon in private, non-advertised transactions

Dealers and resellers remain free to sell products at any price they choose, provided such prices are not advertised in violation of this policy.

6. Online Display, Cart Pricing, and Bundles

- MAP establishes a minimum advertised price and does not set a maximum price. Advertised prices may exceed MAP.
- Internet auctions may not display, reserve, or imply any price or bid below the established MAP.
- Bundled products, kits, promotions, or value-added offers must not present an advertised net value below MAP unless expressly authorized in writing by UEM Pistons.

7. Online Auctions and Marketplaces

MAP-governed products may not be advertised on internet auction or marketplace platforms with statements such as:

- "We have the lowest price"
- "We will meet or beat any advertised price"
- A starting bid below MAP
- A reserve price below MAP
- A "Buy It Now" price below MAP
- Any implied or visual pricing below MAP

8. General

Dealers may use general price statements such as:

- "We have the lowest price"
- "We will meet or beat any advertised price"

Provided that **no specific advertised price** is displayed below MAP.



9. Enforcement and Remedies (ICON® and KB Performance®)

For ICON® and KB Performance® Pistons, intentional or repeated violations may result in immediate action at UEM Pistons' sole discretion, including but not limited to:

- Termination of dealer or reseller status
- Loss of authorization to use UEM Pistons part numbers, logos, trademarks, or branding
- Loss of access to UEM Pistons stock photography, marketing assets, and promotional materials

UEM Pistons is not required to provide prior notice or warnings before taking enforcement action.

UEM Pistons does not conduct business with partners who undermine the value or reputation of its premium brands

10. Unilateral Policy Statement

This MAP policy is a unilateral policy established by UEM Pistons.

- UEM Pistons does not seek, require, or accept any agreement, assurance, or acknowledgment of compliance from any dealer or reseller.
- No employee, representative, or agent of UEM Pistons is authorized to negotiate or modify this policy on behalf of the company.

11. Policy Intent

This policy is intended to:

- Protect the legacy, equity, and positioning of UEM Pistons brands
- Maintain fair and consistent advertised pricing where appropriate
- Preserve dealer flexibility while discouraging market-disruptive advertising
- Ensure dealers have incentive to invest in product knowledge, marketing, and customer support