



Carson City Jan 20 2026

United Engine & Machine (UEM Pistons)

Minimum Advertised Price (MAP) Policy / Agreement

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.

Brand Scope and Enforcement

At this time, the MAP policy governs all four UEM brands as follows:

- **ICON® and KB Performance® Pistons**
The MAP policy will be **strictly enforced** on these product lines. Full compliance is required, and violations will be subject to enforcement actions outlined in this policy.
- **Silvolite® and Dualoy®**
For these brands, the MAP policy will serve as a **suggested pricing guideline.** UEM Pistons will monitor advertised pricing for market consistency; however, enforcement will be applied at UEM’s discretion and with flexibility appropriate to these brands.

UEM Pistons reserves the right to adjust enforcement levels by brand as market conditions require.



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www.UEMpistons.com

MAP Policy Guidelines

1. MAP Definition

The MAP for applicable UEM Pistons products shall be the **published list price** as provided in the official UEM Pistons Pricing Guide. MAP pricing is established solely by UEM Pistons and may be modified at its discretion.

2. Scope of Advertising

This MAP policy applies to **all forms of advertising**, including but not limited to:

- Print media
- Online and e-commerce platforms
- Marketplaces and internet auctions
- Email marketing
- Social media and digital advertising

3. Price Display Restrictions

If pricing is displayed, **any alteration, strike-through, discount comparison, or implied price below MAP** is prohibited.

4. Actual Selling Price

MAP applies **only to advertised prices**. It does not apply to the actual transaction price within a dealer's physical location, over the telephone, or through direct customer negotiation. Dealers remain free to sell products at any price they choose.

5. No Maximum Pricing / Online Auctions

MAP does not establish a maximum price. Products may be advertised above MAP. Internet auctions may not display, reserve, or imply any price or bid below the established MAP.

6. General Price Claims

Dealers may advertise statements such as "we have the lowest price" or "we will meet or beat any advertised price," provided that **no advertised price is shown below MAP**.

7. Enforcement and Violations

For ICON® and KB Performance® Pistons, **intentional or repeated violations** may result in **immediate termination of dealer or reseller status**, at UEM Pistons' sole discretion.



UEM Pistons is not required to provide prior notice or warnings. Upon violation, the dealer or reseller may:

- Lose authorization to use UEM Pistons part numbers, logos, trademarks, or branding
- Lose access to UEM Pistons stock photos and marketing materials

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

Policy Intent

This MAP policy is intended to:

- Protect the legacy and market position of UEM Pistons brands
- Maintain fair and consistent advertised pricing
- Ensure dealers have the incentive to invest in product knowledge, marketing, and customer support



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