



**United Engine & Machine Co.**  
**1040 Corbett St.**  
**Carson City, NV 89706**  
**1-800-648-7970**

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Dear Valued UEM Customers,

UEM is sending this email to inform you about some important updates regarding pricing and policies that will come into effect on April 1st, 2024.

After extensive market research and an in-depth look at our manufacturing operations, we will be implementing new pricing for all UEM product lines. Additionally, we will be enforcing the Minimum Advertised Price (MAP) policy on our performance product lines, specifically Icon and KB.

The decision to adjust our pricing structure and enforce MAP is not one we take lightly. We believe it is necessary to maintain the quality of our products and the integrity of our brand. By enforcing MAP, we aim to ensure fair competition among retailers while preserving the value of our products.

Here are the key points regarding the new pricing and MAP enforcement:

1. **New Pricing:** Effective April 1st, 2024, there will be adjustments to the pricing of certain product lines. These changes are essential to support ongoing innovation, product development, and to maintain the high standards of quality that our customers expect from us.
2. **MAP Enforcement:** While the new pricing will take effect on April 1st, 2024, full implementation and screening of the Minimum Advertised Price (MAP) policy will commence on November 1st, 2024. This grace period allows our partners to make necessary adjustments and ensures a smooth transition to compliance with our MAP policy.

UEM understands that changes in pricing and policies may raise questions or concerns. Our customer service team is available to address any inquiries you may have and to provide assistance during this transition period.

UEM sincerely values your business and partnership. Thank you for your continued support as we strive to deliver exceptional products and services to meet your needs.

**Sincerely,**

**Pim van den Bergh**  
**Director of Sales**  
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