



JONES BIKES MINIMUM ADVERTISED PRICING POLICY

For many years Jones Bikes has been dealing directly with customers to deliver a high level of support and consistent service. Consistent advertised pricing between dealers of Jones products is one of the ways that Jones strives to maintain its good reputation, protect the competitiveness of prices on Jones products, and protect our dealer's margins, thereby helping them maintain the level of support for which Jones Bikes is known. For these reasons, Jones Bikes has a Minimum Advertised Price ("MAP") policy.

Dealers may advertise Jones products at or above the MAP

For purposes of the MAP Policy "advertising" means any advertising through authorized media. Authorized media includes but is not limited to billboards, newspapers, magazines, catalogs, brochures, direct mail, retail flyers, television, radio, social media, e-commerce, forums and dealer internet sites or any other method which uses the hypertext transfer protocol ("http") any internal link to a web based shopping cart is considered advertising for the purposes of this policy, and or any other method that Jones considers traditional. Advertising at prices below MAP violates the MAP Policy.

Pricing may change from time to time and is at discretion of Jones Bikes. Jones Bikes dealers are responsible for remaining current with MAP policy, products and pricing.

Dealers are in no way obligated to adhere to the suggested price and are free to charge whatever resale price they believe appropriate. However, Jones Bikes has the legal right to refuse to sell to dealers who are found to be in violation of this MAP policy. Suggested prices are published in our [online retail store](#) and can also be found at <https://www.jonesbikesb2b.com/>.

Dealers are allowed to list Jones products on their own shop-branded website. You may not list Jones products on any third-party platforms or social marketplaces including but not limited to Amazon, eBay, Facebook Marketplace, and Craigslist.