

TIREVIO® Minimum Advertised Price (MAP) Policy

Effective Date: January 2026

Applies to United States Market Only

1. Purpose of This Policy

TireVIO Inc. ("TireVIO") has established this Minimum Advertised Price ("MAP") Policy to protect the value of the TireVIO brand, ensure fair competition among resellers, and support long-term investments in product quality, customer support, and innovation.

2. Scope of the MAP Policy

This policy applies to advertised prices only, including online listings, digital advertising, and printed materials. It does not regulate actual resale prices in private transactions.

3. Minimum Advertised Price

The Minimum Advertised Price (MAP) for all TireVIO TPMS sensors is USD \$24.00 per unit unless otherwise authorized in writing.

4. Prohibited Advertising Practices

Advertising below MAP, using pricing circumvention language, improper bundling, or auction-style listings below MAP are prohibited.

5. Permitted Practices

Private sale pricing, in-store discounts not advertised publicly, free shipping offers, and advertising above MAP are permitted.

6. Online Marketplaces

Resellers are responsible for compliance on all online marketplaces, including Amazon, eBay, and Walmart.

7. Enforcement

Violations may result in warnings, suspension, or termination of reseller privileges at TireVIO's discretion.

8. Unilateral Policy Statement

This MAP Policy is unilateral and non-negotiable and does not constitute an agreement.

9. Policy Modifications

TireVIO reserves the right to modify or terminate this policy at any time.

10. Contact Information

Email: sales@tirevio.com | Website: www.tirevio.com