

MSRP (MANUFACTURER'S SUGGESTED RETAIL PRICE) & MINIMUM ADVERTISED PRICING (MAP)

- The MSRP for our products in various currencies were calculated based on exchange rate, shipping cost, duties/tax, intended dealer margin, and consumer inclination. We strongly feel that these prices are the best representation of the value of our products **without** discount. It is to the benefit of our dealers and brand that prices remain stable and consistent throughout the market.
- MSRP is set in USD, CAD, EUR, CHF, and JPY. Preliminary pricing is set in January 2016 and if necessary based on the exchange rate will be adjusted mid-July 2016 and those prices will carry on throughout the 16/17 snow season.
- Spark R&D asks that product pricing follow the MSRP outlined for the currency in which the products will be sold.
- If you are selling products in a country without a set MSRP, we suggest converting to your local currency based on the most similar MSRP.
- We ask that all product be sold at MSRP until March 1, 2017 and not be included in pre-season, all store, holiday, or specialty sales. If needed, product discount rules are suggested as follows:
 - March 1- 20% off MSRP
 - April 1 - 30% off MSRP
 - Aug 1 (new season) - 40% off MSRP
- Carry over product should be placed back up to MSRP on Aug 1, and discontinued product can remain discounted perpetually.
- Dealers should follow MSRP guidelines regardless of "package discounts" or similar product combination discounts. For example, if a splitboard and Spark binding combination offers a 20% discount, the advertising should illustrate full MSRP for the binding and the appropriate discount subtracted from the price of the splitboard only.
- Selling on eBay or Amazon is acceptable, but should follow the MSRP and MAP guidelines as stated above.
- Since our inception, we have worked hard to build a robust network of reputable Spark dealers. We vet new shops carefully based on territory, dealer inventory, and market demands to ensure current dealers are protected and new dealers can thrive. The re-selling of Spark gear to unauthorized dealers without expressed written permission is not allowed.