



Dealer/Credit Application

RETAILER INFO

Legal Company Name: _____ DBA: _____

Address: _____ Phone#: _____ Fax#: _____

City, State, ZIP: _____ Email: _____

Parent/Affiliated Company (If applicable): _____

Street Address: _____ City, State, Zip: _____ Email: _____

Federal Tax ID# _____ Resale # _____ D&B ID# _____

(Note: A copy of reseller or tax exemption certificate required.)

Type of Business: Sole Proprietor Partnership Corporation LLC Other _____ Years in Business: _____

SHIPPING INFO

Shipping Address: _____ City, State, Zip: _____

Shipping Address: _____ City, State, Zip: _____

Shipping Notes: _____

BILLING INFO

AP Contact Name: _____ Email: _____ Phone#: _____

Billing Address: _____ City, State, Zip: _____

AUTHORIZED BUYER INFO

Buyer Name: _____ Email: _____ Phone #: _____

TERMS REQUESTED

30 Day Terms, Pmt by Check or ACH Credit Card

Terms customers who use a credit card to pay down their AR balance will incur a 2.5% convenience fee at the time of payment.

TRADE REFERENCE 1	TRADE REFERENCE 2	TRADE REFERENCE 3
Company Name: _____	Company Name: _____	Company Name: _____
Account #: _____	Account #: _____	Account #: _____
Contact Name: _____	Contact Name: _____	Contact Name: _____
Contact Email: _____	Contact Email: _____	Contact Email: _____
Phone #: _____	Phone #: _____	Phone #: _____

I hereby certify that the information contained herein is complete and accurate. This information has been furnished with the understanding that it is to be used to determine the amount and conditions of the credit to be extended. I hereby authorize the trade references listed in the credit application to release necessary information to Lezyne USA, Inc. in order to verify the information contained herein. Furthermore, I authorize Euler-Hermes, the credit insurance company used by Lezyne USA, Inc. to do a credit check on said company for further verification of credit worthiness.

Signature: _____ Print Name: _____ Title: _____ Date: _____

Lezyne USA, Inc. - Headquarters // 5470 Kietzke Ln. Ste 300 // Reno, NV 89511 // t: 805.548.8780 f: 805.595.2284
Lezyne USA, Inc. - CA Office // 645 Tank Farm Rd, F // San Luis Obispo, CA 93401 // t: 805.548.8780 f: 805.595.2284
 usa-sales@lezyne.com // www.lezyne.com



RETAILER LOCATOR INFO

Primary Store Front Address: _____ City, State, Zip: _____

Generic Email: _____ Phone #: _____

Business Location Type: Storefront Internet Only Both Storefront and Internet

My company purchases LEZYNE branded products from (if you buy Lezyne products direct and also from a distributor, please select both):

Lezyne Direct Distributor

PHYSICAL SHOP INFO (if multiple locations)

SHOP NAME	SHOP ADDRESS (city, state, zip)

WEBSITES

3P SELLER ACCOUNTS

THIRD PARTY PLATFORM	SELLER NAME	SELLER I.D. #
AMAZON		
EBAY		
OTHER MARKETPLACES		

I hereby certify that the information contained herein is complete and accurate. This information has been furnished with the understanding that it is to be used to determine the e-commerce sales channels that will be used to sell Lezyne products.

I acknowledge the Lezyne "Minimum Advertised Price Policy" and "3P Marketplace Policy"

Signature: _____ Print Name: _____ Title: _____ Date: _____



United States Minimum Advertised Price (MAP) Policy

Lezyne has determined that its interests are best served through the adoption of a minimum advertised price ("MAP") policy. This MAP policy is designed to (1) protect reseller margins so that desirable pre-sales and post-sales services and infrastructure can be provided by our channel partners (2) support the Lezyne brand as a premium offering; and (3) avoid destructive intra-brand channel conflict.

This policy has been unilaterally adopted by Lezyne and will be uniformly enforced.

Policy Coverage

This MAP policy covers all U.S. Lezyne resellers. Although resellers remain free to establish their own resale prices, Lezyne will, without assuming any liability, unilaterally impose sanctions as described in this policy against resellers who advertise applicable Lezyne products at prices below those specified in Lezyne's pricelists. Lezyne will not discuss any conditions of acceptance related to this MAP policy, as it is non-negotiable, and will not be altered for any reseller. Lezyne neither solicits, nor will it accept, any assurance of compliance with this MAP policy. Nothing in this MAP policy or in any other contract or agreement with Lezyne shall constitute an agreement between Lezyne and reseller that the reseller will comply with this MAP policy.

MAP applies only to minimum advertised prices and does not apply to the price at which the products are actually sold, or to advertised prices higher than the unilateral MAP established by Lezyne from time to time.

Minimum Advertised Price

The current product catalogue and listing of products are published in the Lezyne pricelist. The price list may be changed from time to time at the sole discretion of Lezyne. Lezyne resellers are responsible for remaining current with MAP policy, products and price lists. Each advertisement below the MAP will be a violation of the policy.

The MAP policy applies to all advertisements of specific Lezyne products in any and all media including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, internet and social media sites or similar electronic media, television, radio, and public signage.

Policy Violations

In the event a U.S. reseller chooses not to follow the Lezyne MAP policy, sanctions will be unilaterally imposed by Lezyne. The level of sanctions imposed will increase with each violation of the policy.

- Level 1 – The reseller will be sent a warning letter outlining the violation. If the violation is not corrected within 72 hours or there are multiple instances of violation over varied time periods the reseller account will be escalated from level 1 to level 2.
- Level 2 - If the level 2 violation is not immediately rectified, the reseller may no longer be eligible to purchase Lezyne products for a period of 90 days from the time violation is corrected. If the violation is not corrected within 72 hours or there continue to be instances of violations over varied time periods the reseller account will be escalated from level 2 to level 3.
- Level 3 – If additional violations occur at this level, the reseller will be added to Lezyne's Do Not Sell List and will no longer be eligible to purchase Lezyne products. The duration of ineligibility is indefinite.

Each violation with respect to MAP will remain on record, indefinitely, following the resellers last violation of Lezyne's MAP Policy.

Violations of MAP policy shall be determined by Lezyne at its sole discretion. Lezyne will not accept any communication from a reseller who has violated this MAP policy regarding the violation or the willingness of the reseller to bring its prices into compliance with the MAP policy.

Policy Modifications

Lezyne reserves the right at any time to modify, suspend, or discontinue the MAP policy in whole or in part. Lezyne may designate promotional periods during which the terms of the policy change or designate periods of time during which the policy is not applicable.

Unilateral Action

Lezyne is not seeking agreement from any reseller to adhere to this MAP policy. It is entirely within the discretion of the reseller whether to comply or not comply. The only requirement asked is that the business partner certifies that it has received a copy of the MAP policy.

Contact Information

LEZYNE SALES PERSONNEL HAVE NO AUTHORITY TO MODIFY OR GRANT EXCEPTIONS TO THIS POLICY OR HAVE ANY COMMUNICATIONS WITH ANY RESELLER REGARDING VIOLATIONS OF THIS MAP POLICY.

All questions or comments regarding this MAP policy are to be directed to the policy administrator at Lezyne. The policy administrator shall be solely responsible for determining whether a violation of the policy has occurred, communicating decisions to resellers regarding the policy and receiving any communication regarding sanctions imposed under this policy.

Lezyne USA, Inc.

645 Tank Farm Road, Suite F
San Luis Obispo, CA 93401
805-548-8780 ext. 2 (Sales)

Policy for Retailers Selling on 3P Marketplaces

FBM Seller (Fulfillment by Merchant) & FBA (Fulfillment by Amazon):

1. Lezyne must approve all FBA sellers
2. Observe and abide by Lezyne's MAP policy
3. Consistent Payment – Never late on payments
4. Direct contact information – Including owner, buyer, accounts payable, manager
5. Easy and consistent communication – single contact person at the retailer.
6. Bicycle or Outdoor Industry retailer
7. Quarterly forecasting
8. All items will be purchased in sub-pack quantities. Lezyne reserves the right to change quantities to the nearest sub-pack.
9. All returns are handled by the Retailer. Returns will not be accepted by Lezyne for non-warranties, consumer negligence, and/or ignorance. Standard warranty applies.
10. Items are not to be sold internationally. Any warranties resulting from international sales will be processed by the seller.
11. Never sell products directly to 3P Platform providers (Amazon, Walmart, Jet.com etc..)
12. FBA Approval as an authorized seller
13. Must sell complete product mix across all categories
14. Any new product listing must be approved by Lezyne. Retailers are forbidden to create product listings without prior authorization from Lezyne. Unauthorized listing may be removed or retailer may be placed on a "Do Not Sell" list.