

APPLICATION FOR REIKA WHEELS WHOLESALE ACCOUNT

GENERAL INFORMATION

Full Legal Name of Company/Applicant: _____

SSN/TIN/EIN: _____

Business Structure:

- Corporation [S corp. or C corp. (circle one)] Limited Liability Company
- Partnership [General or Limited (circle one)] Sole Proprietorship
- Non-Profit Other (please specify) _____

Business Contact Name(s): _____

Business Legal Address (no PO Boxes): _____ City: _____

State: _____ Zip Code: _____ Country: _____

Telephone: (_____) _____ Email: _____

Trade Name/DBA Used (if any): _____ Years in Business : _____

Business Shipping Address: _____ City: _____

State: _____ Zip Code: _____ Country: _____

Website: _____ Socials: Instagram Facebook TikTok X (Twitter)

How many wheels do you sell a month: _____ Who do you currently purchase your wheels from: _____

Estimated annual sales: _____ Estimated Annual Units: _____

COMPANY CONTACTS

	Name	Direct Email	Direct Phone
Buyer/Purchasing			
Accounting			
Customer Service			
Marketing			
Other:			

Additional Required Documents (copies needed)

- Business License
- Signed Resale Certificate

All information is required. FR Vehicle Solutions is unable to process applications with missing information.

SIGNATURE: _____

NAME: _____

TITLE: _____

DATE: _____

REIKA Wheels - Minimum Advertised Price (MAP) Policy

Effective Date: 12/30/2025

Version: 1.0

1. Purpose

REIKA Wheels is committed to supporting a healthy and competitive market environment for authorized resellers. This Minimum Advertised Price Policy protects the long-term value of the Reika Wheels brand, supports reseller profitability, and ensures customers receive consistent and dependable service.

This document applies exclusively to REIKA Wheels branded products.

2. Scope of the Policy

This policy applies to the advertised price of all REIKA Wheels products in any public-facing medium. Resellers may determine their actual selling price independently. The MAP governs advertised pricing only.

Advertising includes, but is not limited to:

- Websites and ecommerce stores
- Online marketplaces such as Amazon, eBay, Walmart Marketplace, etc.
- Google Shopping listings and paid advertisements
- Social media product posts, campaigns, and digital promotions
- Print advertisements including flyers, catalogs, signage, and mailers
 - Broadcast media
 - Pricing shown through repricing tools, feeds, or automated channels
 - "Add to cart to see price", "click-for-price", pop-ups, emails, or any method that reveals a below-MAP price after engagement

Any advertised price below MAP is a violation.

3. Prohibited Advertising Practices

A reseller may not:

- Advertise coupon codes or discounts resulting in pricing below MAP, except during a promotional period communicated by REIKA Wheels
- Display strike-through pricing or comparison pricing reflecting below MAP
- Offer bonus items that reduce the product's perceived advertised value below MAP
- Use repricing or automated tools resulting in below-MAP pricing.
- Attempt to circumvent MAP through indirect means

Claims such as "lowest prices" or "best deals" are acceptable if no price is advertised below MAP.

4. MAP Price List Management

REIKA Wheels will maintain an updated MAP price list and may revise pricing at any time. New MAP pricing takes effect on the date specified in reseller communication.

5. Marketplace & Channel Restrictions

REIKA Wheels products may be advertised, listed, or sold on third party marketplaces only with prior approval. REIKA Wheels reserves the right to revoke such authorization and restrict REIKA products from all third-party marketplaces if MAP violations become excessive, repeated, or otherwise fail to meet compliance expectations.

Approved Sales Channels:

- Reseller-owned ecommerce websites
- Physical retail storefront(s)
- Direct to consumer sales originating from reseller-owned channels
- Approved digital ads linking back to reseller-owned sites

Third Party Marketplaces Requiring Approval:

- Amazon
- eBay

- Walmart Marketplace
- Craigslist
- Facebook Marketplace
- OfferUp

6. MAP Promotional Periods

Reika Wheels may occasionally designate promotional periods temporarily allowing lower advertised pricing.

Rules during MAP Promotional Periods

- Only specified products qualify
- Temporary MAP pricing must be followed exactly
- Start/end dates must be adhered to
- Advertising below the temporary MAP or outside authorized dates is a violation

Notifications will be distributed via email or reseller communication channels.

7. Enforcement Procedures

Enforcement applies at the reseller level across all locations, ecommerce stores, and marketplace accounts.

Violation progression:

1st Violation: Communication of violation will be given and an agreed amount of time to correct will be set.

2nd Violation: Possible Suspension of ordering privileges for up to 30 days

3rd Violation: Possible suspension or termination of reseller status

REIKA Wheels reserves the right to bypass the above structure and apply immediate suspension or termination for severe violations, including intentional or repeated attempts to circumvent the policy.

8. Monitoring and Reporting

REIKA Wheels will monitor pricing and advertising activity. Resellers are encouraged to report violations. Investigations are handled confidentially.

9. Reseller Acknowledgment

By advertising or purchasing REIKA Wheels, the reseller accepts this MAP Policy.

Name: _____

Title: _____

Signature: _____

Company: _____

Date: _____