



Advanced Impact Defense
 6D Helmets LLC
 2861 Saturn St. Unit B
 Brea, CA 92821
 www.6DHELMETS.com

6D HELMETS, LLC Authorized Dealer Application

Company Name :	Date Established:		
Business Address:	City:	State:	Zip:
Shipping Address:	City:	State:	Zip:
Phone Number:	Website:		
Fax Number:	Email Address:		
Cell Phone: _____			
Primary Contact(s):		Accounts Payable Contact(s):	
Franchise Dealer: Yes <input type="checkbox"/> No <input type="checkbox"/> If Yes, Which Brands? _____			

Please list names and addresses of persons having greater than 25% interest in this business

Name & Address: _____
 Name & Address: _____
 Name & Address: _____
 Name & Address: _____

Type Of Business Corporation Sole Proprietorship Partnership LLC

Federal Tax# _____ State Tax I.D. # _____
 CA Resale # (if applicable) : _____

Trade References:

Company: _____	Phone: _____	Contact: _____
Company: _____	Phone: _____	Contact: _____
Company: _____	Phone: _____	Contact: _____

Banking Information:

Bank: _____	Contact: _____	Phone: _____
Address: _____	Email: _____	Fax: _____
City: _____	State: _____	Zip Code: _____
Account # : _____	Type of Account: _____	

Signature: _____ Date: _____

Printed Name & Title: _____

Please include the following when submitting the application

- Completed Application
- Photo of store front





Minimum Advertised Pricing Policy

6D Helmets LLC (“6D”) maintains a Minimum Advertised Price (MAP) policy on all 6D products. This policy applies only to U.S. and Canadian authorized retailers. We have implemented this MAP policy to help establish a strong position for the brand and 6D’s exclusive patented ‘ODS’ technology (US Patent number 8,955,169). We greatly appreciate the efforts of our dealers to actively support and abide by this policy.

- 1) MAP pricing is established by 6D and may be adjusted by 6D at its sole discretion. The MAP policy shall operate under the guidelines set forth in the following document. The MAP pricing schedule can be found below in the section titled “MAP Policy Addendum A”. This document will be kept current and will be updated from time to time by 6D and communicated to our dealer network via email and published on our website www.6DHelmets.com.
- 2) The MAP policy applies to all advertisements of 6D products in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, email newsletters, email solicitations, Internet or similar electronic media, social media, television, radio, and public signage. The MAP policy is not applicable to in-store advertising or promotions.
- 3) The inclusion in advertising of free or discounted products (whether made by 6D or another manufacturer) with a product covered by the MAP policy would violate the policy if it has the effect of discounting the advertised price of the covered product below the MAP.
- 4) If pricing is displayed (other than in-store), any strike-through or other alteration of the Minimum Advertised Price is prohibited.
- 5) The MAP policy applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the dealer’s retail location or over the telephone. 6D dealers and sales representatives remain free to sell these products at any price they choose.
- 6) MAP does not establish maximum advertised prices. All dealers and sales representatives may offer 6D Helmets products at any price in excess of the MAP. Internet auctions may not display or have reserved bid or other acceptable prices below the MAP price.
- 7) The MAP policy does not in any way limit the ability of any dealer to advertise that “they have the lowest prices” or, they “will meet or beat any competitors price”, that consumers should “call for a price” or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.
- 8) Each dealer/retailer agrees to hold all trademarks of 6D as the property of 6D and use advertising materials provided by 6D in an authorized manner only.
- 9) Intentional or repeated failure to abide by this policy will result in termination of dealership status with 6D. 6D does not intend to do business with dealers who degrade the image of 6D and its products. 6D will not provide prior notice or issue warnings before taking any action under this policy.

This MAP policy has been established by 6D to protect the value of the brand and its technology. The MAP policy is also designed to ensure dealers have the incentive to invest in the 6D brand without concern of discount pricing within the marketplace. Please indicate your understanding of this policy and your willingness to abide by its terms and conditions by signing and listing the name of your company below. 6D and its sales representatives will supply a copy of the 6D MAP policy to all new accounts. If you have any questions about our policy, please contact us directly at 714-772-2121.

Thank you.

The 6D Management Team

DEALER/RETAILER: _____

By: _____

Printed Name/Title: _____





MAP Policy Addendum A

Map policy pricing matrix:

Motorcycle Helmets:

ATS-1:

The ATS-1 helmet may not be advertised at any price lower than MSRP.

2016 ATR-1 and ATR-1Y:

The MAP for all Current 2016 model ATR-1 and ATR-1 Carbon Helmets shall be no less than 10% off the published suggested retail price.

2015 ATR-1 and ATR-1Y:

The MAP for all Current 2015 model ATR-1 and ATR-1 Carbon Helmets shall be no less than 15% off the published suggested retail price.

2014 ATR-1 and ATR-1Y:

As of July 1st, 2015, there are no MAP restrictions on any non-current 2014 model ATR-1 or ATR-1Y helmets in the Stealth, Intruder, Crusader, Hornet, Maze and Chaos colorways.

Bicycle Helmets:

ATB-1T:

The ATB-1T helmet may not be advertised at any price lower than MSRP.

ATB-1:

The MAP for all Current 2015 model ATB-1 Helmets shall be no less than 10% off the published suggested retail price

