

**Ride<sub>ng.</sub>** Ride Engineering Inc.

2060 Placentia, unit A1, Costa Mesa, CA 92627

Tel.: 800 805 1516 Fax: 949 722 8370 Website: [www.ride-engineering.com](http://www.ride-engineering.com)

Dear Dealer,

In an effort to limit our discount pricing to dealers only, we require you to complete this short application along with a completed resale certificate (page 2) and fax it or mail it back to us.

Please take a minute to do so as soon as possible as we cannot ship your order until we have this information on file.

Thank you,

Adrian Ciomo  
President

### DEALER APPLICATION

Store Name: \_\_\_\_\_  
Franchise: Honda  Yamaha  Suzuki  Kawasaki  KTM  Access. only   
Ship to Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Resale License No. (Tax I.D.): \_\_\_\_\_  
Parts Dept. Contact: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Payment is only accepted with MasterCard/Visa/Discover or C.O.D.**

MasterCard       Visa       Discover

CARD NO.: \_\_\_\_\_ EXP.: \_\_\_\_\_

Name on Credit Card Account: \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Card Holder's Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

I authorize Ride Engineering to charge above credit card for purchases and shipments to the above motorcycle shop/dealership.

**Please fill out completely, sign and fax to 949-722-8370. Be sure to include resale certificate (page 2).**

**Note: Net terms are available on your 3<sup>rd</sup> order with Ride Engineering.**

**CERTIFICATE OF RESALE**

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(Name of purchaser)

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(Address of purchaser)

I HEREBY CERTIFY: That I hold valid seller's permit No: \_\_\_\_\_  
in the state of: \_\_\_\_\_, issued pursuant to the Sales and Use Tax Law;  
that I am in the business of selling **MOTORCYCLE PARTS & ACCESSORIES**  
that the tangible personal property described herein which I shall purchase from  
**RIDE ENGINEERING INC**  
will be resold by me in the form of tangible personal property; provided however, that in  
the event any of such property is used for any purpose other than retention,  
demonstration, or display while holding it for sale in the regular course of business, it is  
understood that I am required by the Sales and Use Tax Law to report and pay tax,  
measured by the purchase price of such property or other authorized amount. Description  
of property to be purchased:  
**MOTORCYCLE PARTS & ACCESSORIES**

Date: \_\_\_\_\_

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(Signature of purchaser or authorized agent)

(Title)

**SALES INCENTIVES – TERMS & CONDITIONS 2007-08**

Dear Dealer:

First of all, thank you for purchasing and recommending Ride Engineering products to your customers at your fine dealership. **Please note our pricing structure is tiered to pass additional savings onto you depending on your order size.**

Tiered Pricing:

- Tier I:** Spend \$100-\$499 per order and get a **35% margin and free shipping one location.**
- Tier II:** Spend \$500-\$999 per order and get a **38% margin and free shipping one location.**
- Tier III:** Spend \$1000-\$1499 per order and get a **40% margin and free shipping up to two locations.**
- Tier IV:** Spend \$1500-1999 per order and get a **42% margin and free shipping up to three locations.**
- Tier V:** Spend over \$2000 per order and get a **45% margin and free shipping up to three locations.**

Base Pricing:

Please note all orders under \$100 are considered “Special Orders”. The discount is only 32% and shipping will be charged.

1<sup>st</sup> Time Buyers:

**The initial order must be over \$50 to help us cover the cost of processing your dealer application.**

V.I.P. membership status dissolved:

In the past, Ride Eng. kept track of your total dollar amount spent each year and rewarded you up to an additional 3% off every order placed. However, this has proven to be an ineffective motivator, so we have dissolved the program and rolled the 3% over into the tiered pricing above.

Shipping & Handling:

**As an added bonus, we offer free shipping and handling (UPS ground) to our customers on all orders over \$100.** Stores that order under the \$100 minimum will pay shipping F.O.B. Huntington Beach; CA. Shipping charges will be applied to the invoice based on UPS rates and package weight.

Free Advertising:

**Name, address and phone number** of stores placing stocking orders (over \$250) will be **added to Ride Engineering’s website.**

Terms:

Ride Engineering offers no net terms on initial orders. However, once a positive credit history is established, **net 30 terms** will be made available upon request. To save the \$9.00 C.O.D. fee initially, fill out the credit card information on your dealer application and fax or e-mail it to us.

Customer Service:

Should you ever have a question or concern regarding our products, contact us immediately and we will respond within 24 hrs. If your customers require special assistance, you are welcome to have them contact us directly.

Pricing:

Prices are subject to change without notice.

Shortages:

Any shortage of product must be reported within 5 business days of receipt or such claim is forever waived.

Dealer Acceptance: Order placement by dealers is considered an agreement to all terms and policies stated above.

Effective 9/1/07