



Dealership Agreement

Backcountry Access (BCA) believes that long-term success is based on the reliable delivery of high-quality products, aggressive strategic marketing, and on maintaining sustainable relationships with its network of specialty outdoor retailers. The long-term sustainability of our retailers is dependent on profitability. By lowering profit margins, retailers jeopardize this relationship. Therefore, BCA only engages in dealership agreements with retailers who share our pricing philosophy.

Our pricing philosophy is that specialty retailers should maintain fair, consistent prices which produce full profit margins. We believe profit is the most effective incentive for creating sales. We believe adequate profit margins ensure that our retailers have the resources necessary to promote our products and to provide their customers with the high level of service and expertise they demand. Since we rely on our retailers to provide these important services to our end users, it is our policy to support only those retailers who share our philosophy.

BCA will not pursue, commence, or maintain relationships with retailers who do not share this philosophy. Existing retailers who publish or advertise prices below our suggested retail will be removed from our published dealer list. Retailers discounting below suggested retail will also be subject to loss of terms, loss of delivery priority, and termination of BCA dealership.

This policy applies directly to in-season and pre-season sales of first-quality merchandise. It does not apply to the sale of seconds, closeouts, occasional end-of-season sales, limited promotions, or modest discounts on group purchases or packages of related equipment. BCA will not accept complaints or other correspondence from retailers concerning the prices charged by their competitors.

For your BCA dealership to be valid, this agreement must be signed by an owner or officer and returned to Backcountry Access.

Signature _____ Date _____

Print Name _____ Title _____

Company _____