



MAXIMUM VALUE PROGRAM

FREQUENTLY ASKED QUESTIONS (FAQ)

Why did B&W Trailer Hitches introduce an authorized dealer program?

B&W Trailer Hitches introduced an authorized dealer program and a new pricing policy in 2009 to maintain the long-term strength of its brand, to make sure that only quality dealers carry the products and to make sure there are sufficient margins for these valuable dealers to allow them to continue to provide valuable services to their customers in support of B&W Trailer Hitches products.

How do I sign up to become an authorized dealer?

Fill out the Authorized Dealer Sign-up form at bwtrailerhitches.com/mvp. You can also contact your local sales rep, or B&W Trailer Hitches at 800-248-6564 to request a form. Fax your signed form to 620-869-9031; or mail to: MVP Officer, B&W Trailer Hitches, P.O. Box 186, Humboldt, KS 66748.

How will I know if I was accepted as an authorized dealer?

Shortly after you sign up, you will receive a call from a member of our customer service team welcoming you to B&W, and answering any questions you may have.

How will my distributor know that I am an authorized dealer?

B&W Trailer Hitches is working closely with the distributors to make sure they have a current list of authorized dealers, and violators.

How much does this cost?

The program is FREE, MVP is designed to benefit you, the dealer.

What is the new pricing policy?

The MVP pricing policy establishes minimum resale prices – the price a consumer actually pays – for various B&W products.

Does the MVP Pricing Policy apply to me?

The MVP Pricing Policy applies to all dealers located in the United States and Canada.

How can MVP be violated?

If you sell a MVP product below the MVP pricing – the actual price a consumer pays for the product - you will violate the Policy.



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What are the Penalties for violating the policy?

If you violate the Policy, you will no longer be able to purchase that specific product family. For example, if you sell a Turnoverball below MVP pricing, you will no longer be able to purchase B&W Turnoverball Gooseneck products - but you may continue to buy the Companion 5th Wheel Hitch, and the B&W Tow & Stow Receiver Hitch®, if you are an authorized dealer.

How long will I be penalized for?

The penalty for violating the policy is indefinite.

What is MVP product pricing?

You can find a list of current MVP prices at bwtrailerhitches.com/mvp.

Are there any discounts allowed?

The MVP pricing policy allows for free installation and free shipping – these free services are not counted as discounts. All other discounts that bring the price paid for the product below MVP are violations of the policy.

What are examples of what I am not allowed to do?

Examples of violations include any discount that would bring the net-realized price paid to below the MVP price – examples include offering 10% off the MVP price, a coupon to be used on a future purchase, instant or mail-in rebates, free gas card, etc.

Do I sign the pricing policy?

You sign up to be an authorized dealer. You do NOT sign our pricing policy – this is unilateral policy – meaning we announce it and you passively choose to accept it or not.

Is this Legal?

This is legal. U.S. antitrust law states that it is lawful for manufacturers to adopt a policy regarding resale prices and to deal only with resellers that independently choose to follow the policy. Many companies in other industries have already implemented a similar program.

How do I get more information?

Please visit contact your local sales rep or the Policy Administrator, Christina Umbarger – christinaumbarger@turnoverball.com.