

POLICY Violations:

Failure to abide by this Policy may result in penalties, including those specifically set forth below, as well as being terminated as an authorized Vance & Hines dealer.

First violation: Dealer will receive a written notification informing the Dealer that it will be subject to a two (2) day prohibition from purchasing Vance & Hines products. Corrective action must be implemented within 48 hours for electronic advertisements (email/internet sites) and the relevant production cycle for print and other advertisements, but no later than thirty days. If corrective action is not implemented within the aforementioned timeframe, the two-day prohibition will be extended and Dealer's rights to use Vance & Hines trademarks and copyrighted material will be forfeited and not permitted until reinstated at the sole discretion of Vance & Hines and/or its authorized agent on its behalf.

Second violation:

Dealer will receive a written notification informing the Dealer that it will be subject to a thirty-(30) day prohibition from purchasing Vance & Hines products, and the dealer's rights to use Vance & Hines trademarks and copyrighted material will be forfeited and not permitted during this period. If corrective action is not implemented within the timeframe delineated above, the thirty-(30) day prohibition can be extended and Dealer's rights to use Vance & Hines trademarks and copyrighted material will be forfeited and not permitted until reinstated at the sole discretion of Vance & Hines and/or its authorized agent on its behalf. Violations after 180 days from the first violation will be considered a new first violation.

Third violation:

Dealer will receive a written notification informing the Dealer that it will be subject to a ninety-(90) day prohibition from purchasing Vance & Hines products, and the dealer's rights to use Vance & Hines trademarks and copyrighted material will be forfeited and not permitted during this period. If corrective action is not implemented within the timeframe delineated above, the ninety-(90) day prohibition can be extended and Dealer's rights to use Vance & Hines trademarks and copyrighted material will be forfeited and not permitted until reinstated at the sole discretion of Vance & Hines and/or its authorized agent on its behalf. Violations after 180 days from the first violation will be considered a new first violation.

Fourth violation:

Dealer will receive a written notification informing the Dealer that it will be subject to a one (1) year prohibition from purchasing Vance & Hines products, and the dealer's rights to use Vance & Hines trademarks and copyrighted material will be forfeited and not permitted during this period. If corrective action is not implemented within the timeframe delineated above, the one (1) year prohibition can be extended and Dealer's rights to use Vance & Hines trademarks and copyrighted material will be forfeited and not permitted until reinstated at the sole discretion of Vance & Hines and/or its authorized agent on its behalf. Violations after 180 days from the first violation will be considered a new first violation.

Notwithstanding the above, based on the sole discretion of Vance & Hines and/or its authorized agent, a Dealer who demonstrates multiple first violations of this policy may be subject to a permanent prohibition from purchasing Vance & Hines and the Dealer's rights to use Vance & Hines trademarks and copyrighted material will be forfeited and not permitted.