

Furuno USA Authorized Reseller Policy

❖ *Policy Description:*

Furuno Authorized Resellers are authorized to purchase Furuno products from Furuno Authorized Distributors. In order to ensure our products are properly promoted and supported, Furuno has developed this Authorized Reseller Policy ("Policy"). This Policy governs the manner in which the Authorized Reseller program will be managed by Furuno, and does not create or imply any contractual relationship between you and Furuno. Furuno reserves the right to modify this policy from time to time without notice. Your acceptance into this program is at the sole discretion of Furuno. Furuno may terminate your participation in the program at any time, without liability to you.

❖ *Internet Sales:*

You will not sell or offer for sale any Furuno MRP product over the Internet or any interactive electronic network without prior written approval from Furuno. Only "finished goods" products listed on our official MRP List, along with applicable Parts & Accessories, shall be listed and/or promoted (with or without pricing) on any Authorized Reseller websites. Furuno reserves the right in Furuno's sole discretion to approve or disapprove of the sale or offering for sale by Authorized Reseller of Furuno products over the Internet or any interactive electronic network. Furuno reserves the right to approve or deny the use of 3rd Party Platforms on the Authorized Reseller Program. This includes sites such as Amazon, Google Shop, Buy, Rakuten, eBay, or any other comparable distribution channels.

You must not sell or offer for sale any current Furuno product (excluding refurbished or used products) via any Internet auction website. Current Furuno products are defined as those which appear in the most recent MRP Listing. Any refurbished or used products sold via Internet auction site must be identified as such in the auction item description.

❖ *Returns:*

Resellers (Purchased through your Distributor)

Please contact the Distributor from whom you purchased the equipment. Furuno will not exchange any products directly with the Authorized Reseller; this must be done through the Distributor.

❖ *Consumers:*

If your consumer has a technical question or would like to have a device repaired:

- Please have the consumer contact Product Support:
 - Phone: 360-834-9300 or 410-479-4420
- Please provide the serial number and a brief description of the device issue, perceived defect or problem.

❖ *Service:*

Authorized Resellers must provide the highest quality customer service when representing Furuno products and must not mislead or provide incorrect information to the end-consumer. Authorized Reseller shall clearly and conspicuously disclose in all their advertising and point of purchase materials that any accessories represented by them to be "Furuno compatible" are not manufactured or approved by Furuno and may not be of the same quality as genuine Furuno accessories.

❖ *Payment:*

Authorized Resellers must not submit charges on an end-consumer's credit card for Furuno products until such product is shipped by the Reseller.

Furuno Unilateral Pricing Policy (UPP)

❖ *Policy Description:*

This Product Sales policy has been adopted by Furuno USA, Inc. ("Furuno"), effective January 2nd, 2017.

Furuno is a leading producer of navigation and communications equipment. Furuno believes its products are most effectively marketed by entities willing to invest in promotion of the Furuno brand and in the delivery of superior support. We also believe our ability to maintain this level of support for our products is undermined when we allow "free-riding" by entities who do not make such investments.

❖ *Criteria:*

To ensure our products are marketed effectively, Furuno has unilaterally determined that it intends to continue to sell products only through those Authorized Dealers, Distributors, and Retailers/Resellers ("Dealer") who, in the sole and independent judgment of Furuno, meet the following criteria:

1. The Dealer sells Furuno products only to: (a) retailers/resellers pre-approved in writing by Furuno; and (b) the consuming public (end-users).
2. The Dealer does not sell Furuno products to end-users at prices lower than the prices set forth in Furuno's Minimum Retail Price list ("MRP"), which Furuno may change from time to time.
3. The Dealer does not sell or market Furuno products in any way that detracts from the premium Furuno image.
4. The Dealer does not engage in any illegal, deceptive, undesirable or improper selling practices, including loss leaders, bait and switch, or negative selling practices.

The criteria set forth above apply to all sales to end-users, including in-store, catalog, internet and special promotion sales.

Any discounting of the MRP for an MRP Product, including, without limitation, advertising, offering or providing coupons, rebates, free accessories, or payment of sales tax for the customer - will be regarded as a violation of this MRP Policy. The following will also be considered violations of this policy: (a) advertising any net price for an MRP Product less than the MRP in connection with any advertisement of a trade-in offer for any other product; or (b) displaying in, or in association with, any advertisement for an MRP Product any specific trade-in price or value for any trade-in of any other product. Additionally, any packages or bundles containing MRP Products, must be at a price that is at least the aggregate of the MRPs of all MRP Products contained in such package or bundle.

Furuno may from time to time grant exceptions to this policy, including without limitation: sales to fleet customers, sales at trade and other consumer events (i.e.: boat shows), and other situations in which Furuno, at its sole discretion, determines that such exceptions will not undermine the goals this policy seeks to achieve. Such exceptions shall be determined and communicated to the dealer or dealers in question by Furuno on a case by case basis, and will apply only to the extent described in the communication.

❖ *Policy Enforcement:*

This Product Sales policy is a unilateral statement of Furuno's intentions with respect to the type of dealers through whom Furuno intends to sell products. Although Dealers remain free to establish their own prices, Furuno may, without assuming any liability, cancel all orders and refuse to accept any new orders for a product for which an MRP is specified within the current and active "Furuno USA, Inc. Minimum Retail Price List", from any dealer or distributor, immediately following Furuno's verification, to its satisfaction, that such dealer or their distributor, or any retailer or reseller that has purchased an MRP Product from such dealer or distributor that has advertised, offered, or sold such MRP Product at a net retail sales price less than the MRP established and announced by Furuno. This policy is not a contract, nor an offer to form a contract. Each dealer is free to acquiesce in this policy to avoid termination of supply of products by Furuno, and should refer to the most current MRP list published by Furuno. Furuno does not request or seek the acquiescence, agreement, or assurance of any dealer with respect to this policy. This policy is applicable only in the U.S.A. and Canada.

Furuno reserves the right to enforce this policy as it deems appropriate. No dealer has any rights under this policy with respect to how Furuno elects to enforce the policy with respect to other dealers.

Furuno does not seek any complaints or comments from its dealers about the pricing practices of any other dealers. Further, Furuno will not discuss the business dealings of any dealer with any other dealer. Furuno reserves the right to change, amend, or discontinue this policy at any time, and no dealer has any right to rely on the continued existence of this policy or any effort by Furuno to enforce its terms and conditions.

Furuno sales representatives and employees are not authorized to discuss this policy or any pricing practices with any dealer. Furuno sales representatives and employees are strictly prohibited from seeking or accepting any assurance of compliance with this Product Sales Policy. In the event a dealer becomes aware of any action by any Furuno employee or other representative that is inconsistent with the foregoing, the dealer should report that information in writing to Furuno USA, Inc., 4400 NW Pacific Rim Blvd., Camas, WA 98607, Attn: Gabriel Durrin.

Furuno USA, Inc. --- Minimum Retail Price (MRP) List --- January 10, 2017

Model #	List Price	MRP	Model #	List Price	MRP	Model #	List Price	MRP
NavNet TZtouch2			Standalone Radars			GPS & Navigation		
TZTL12F	\$ 3,695	\$ 2,895	1835	\$ 4,495	\$ 3,595	BBWGPS	\$ 400	N/A
TZTL15F	\$ 5,495	\$ 4,295	1935	\$ 6,495	\$ 5,195	GP330B	\$ 450	N/A
			1945	\$ 7,495	\$ 5,995	GP39	\$ 495	\$ 395
NavNet TZtouch						GP33	\$ 595	\$ 475
TZT9	\$ 3,695	\$ 2,895	FR8065	\$ 9,720	\$ 7,695	GP1870F	\$ 995	\$ 750
TZT14	\$ 5,695	\$ 4,395	FR8125	\$ 10,720	\$ 8,695	GP170	\$ 2,295	\$ 1,795
TZTBB	\$ 5,095	\$ 3,995	FR8255	\$ 12,120	\$ 9,695	GP170D	\$ 2,895	\$ 2,295
NavNet 3D			Add 1 Of The Following Required Antennas:					
MFDBB	\$ 9,795	\$ 7,695	XN12A/4	\$ 1,175	\$ 945	LH3000	\$ 895	\$ 695
			XN13A/6	\$ 1,675	\$ 1,295	RD33	\$ 595	\$ 495
NavNet DRS Radar Antennas			FAR15X3 BB Radars					
DRS4DL	\$ 1,800	\$ 1,445	FAR1513	\$ 8,020	\$ 6,495	220WX	\$ 1,500	N/A
DRS4D †	\$ 2,300	\$ 1,845	FAR1523	\$ 9,420	\$ 7,495	NX300	\$ 695	\$ 550
DRS4DNXT ^	\$ 2,600	\$ 2,095	Add 1 Of The Following Required Antennas:			BBWX3	\$ 800	N/A
DRS4A ♦	\$ 5,100	N/A	XN12A/4	\$ 1,175	\$ 945	FAX30	\$ 1,300	\$ 1,050
DRS6AX * ± ^	\$ 4,565	\$ 3,695	XN13A/6	\$ 1,675	\$ 1,295	FAX408	\$ 3,395	\$ 2,695
DRS12A * ♦	\$ 5,200	\$ 4,195				FA30	\$ 900	\$ 695
DRS25A * ▲	\$ 7,200	\$ 5,795				FA50	\$ 1,300	\$ 995
* Array Not Included ▲ PSU013 Included			Remote Radar Displays			FA170	\$ 3,295	\$ 2,695
^ DRS4DNXT & DRS6AX compatible w/TZtouch & TZtouch2 only			FMD1835	\$ 3,375	\$ 2,695	SC30	\$ 2,495	\$ 1,995
* Add 1 Of The Following Required Antennas:			FMD8065	\$ 6,750	\$ 5,395	SC50	\$ 4,995	\$ 3,995
XN10A/3.5 (DRS6AX Only)	\$ 830	\$ 695				PG500R	\$ 995	N/A
XN12A/4	\$ 1,175	\$ 945	Marine Monitors			PG700	\$ 995	N/A
XN13A/6	\$ 1,675	\$ 1,295	MU150HD	\$ 6,295	\$ 4,995	Autopilots		
			MU190HD	\$ 7,295	\$ 5,795	NavPilot 700	\$ 3,395	\$ 2,695
			MU170T Multi Touch	\$ 8,095	\$ 6,495	NavPilot 700/OB	\$ 3,070	\$ 2,445
			MU190T Multi Touch	\$ 8,795	\$ 6,995	NavPilot 711C	\$ 2,995	\$ 2,395
			MU240T Multi Touch	\$ 9,195	\$ 7,395	NavPilot 711C/OB	\$ 2,670	\$ 2,145
						*Pumpset not included		
			Fish Finders			Instruments		
			DFF1	\$ 750	\$ 595	FI70 Digital Data	\$ 595	\$ 495
			DFF3	\$ 2,495	\$ 1,995	FI70BW Basic Wind	\$ 1,395	\$ 1,195
			BBDS1	\$ 1,500	\$ 1,195	FI70DSW Dpth/Sp/Wnd	\$ 2,295	\$ 1,895
			DFF1-UHD	\$ 1,900	\$ 1,495			
			FCV628	\$ 745	\$ 595			
			FCV588	\$ 1,495	\$ 1,195			
			FCV295	\$ 2,995	\$ 2,395			
			FCV1150	\$ 5,195	\$ 4,095			
Standalone Radars								
DRS4W	\$ 1,245	\$ 995						
1623	\$ 1,595	\$ 1,295						
1715	\$ 1,995	\$ 1,595						

N/A = Product Not Subject To Minimum Retail Price (MRP)

All Prices Are Listed In US Dollars & Are Subject To Change Without Prior Notice

FURUNO

AUTHORIZED RESELLER APPLICATION

Thank you for your interest in establishing your company as an Authorized Reseller for Furuno. Please complete this application in its entirety, including any additional branch locations, then return it to gduffin@furuno.com. Pending approval, we will notify our Distributors of your status.

Company Name		Federal Tax ID #	
<input type="text"/>		<input type="text"/>	
Physical Address		Mailing Address (if different than physical address)	
<input type="text"/>		<input type="text"/>	
City	State/Prov.	City	State/Prov.
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Zip/Postal	Country	Zip/Postal	Country
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Phone #	Phone #	Website URL:	
<input type="text"/>	<input type="text"/>	<input type="text"/>	
Main Contact Name	Contact #2 Name	Which Furuno products are you interested in	
<input type="text"/>	<input type="text"/>	<input type="text"/>	
Main Contact Title	Contact #2 Title	Estimated annual sales of Furuno products	
<input type="text"/>	<input type="text"/>	<input type="text"/>	
Main Contact E-Mail	Contact #2 E-Mail	Geographic region serviced by your company	
<input type="text"/>	<input type="text"/>	<input type="text"/>	

Please list any other company names under which you sell or operate:

Name(s):

Name(s):

Name(s):

Do you plan to sell Furuno products via Brick & Mortar retail store, an Internet store, or both?

If you plan on selling via the Internet, please list all e-commerce websites for which you are seeking approval:

URL(s):

URL(s):

URL(s):

Please list any additional Third Party Platforms (i.e. Amazon, eBay, etc.) that you currently sell products on:

Name(s):

Name(s):

Name(s):

Please list the distributor(s) you plan to purchase Furuno products from:

Name(s):

Name(s):

Name(s):

Are you aware that Furuno does not authorize dealers or resellers to sell via Internet Auctions sites?

By submitting this application, you certify that you have received, read and understand the Furuno Authorized Reseller Policy and that the information supplied in this application is true and correct. The parties agree to accept a digital image of this signed document as executed, as a true and correct original. You further agree that your signature below may appear digitally and is the legally binding equivalent of a traditional handwritten signature.

Signature *	Print Name & Title	Date
<input type="text"/>	<input type="text"/>	<input type="text"/>

* e-mailed application constitutes electronic signature

FURUNO

AUTHORIZED RESELLER APPLICATION - BRANCH OFFICES

Branch Office #1

Name of Branch Office

Shipping Address

Branch Phone #

Branch Fax #

City

State/Prov.

Branch Manager

Sales Manager

Zip/Postal

Country

Branch Manager E-mail

Sales Manager E-mail

Branch Office #2

Name of Branch Office

Shipping Address

Branch Phone #

Branch Fax #

City

State/Prov.

Branch Manager

Sales Manager

Zip/Postal

Country

Branch Manager E-mail

Sales Manager E-mail

Branch Office #3

Name of Branch Office

Shipping Address

Branch Phone #

Branch Fax #

City

State/Prov.

Branch Manager

Sales Manager

Zip/Postal

Country

Branch Manager E-mail

Sales Manager E-mail

Branch Office #4

Name of Branch Office

Shipping Address

Branch Phone #

Branch Fax #

City

State/Prov.

Branch Manager

Sales Manager

Zip/Postal

Country

Branch Manager E-mail

Sales Manager E-mail