



F.A.Q.'s Frequently Asked Questions

What is the Toyo “MAP” policy?

- MAP policy = “Minimum Advertise Price” policy

When does the MAP policy take effect?

- October 1st, 2019

Where can the MAP policy be found?

- A current MAP Policy can be found at www.toyotires.ca/map-policy
- Any change to this MAP Policy will be posted at the MAP URL and will be effective immediately upon posting.

Why MAP?

- This MAP Policy establishes advertised pricing standards for Toyo Tires.
- Preserve the integrity and reputation of the Toyo brand for providing customers with high value products and strong after-sales support.
- Designed to support our Authorized Dealers and Downstream Resellers.
- Allows Retailers to maintain higher margins.

What does advertising refer to?

- “Advertising” refers to any digital, electronic, visual, audio or printed communication intended to solicit sales of Toyo tires that appears in any form of public media.

What is not covered by the MAP policy?

- This MAP Policy does not apply to Advertising that is displayed inside or immediately outside a Seller’s physical place of business.

Who does MAP pricing affect?

- Only Toyo Tire Canada applies this policy, for all its customers (direct or not).

What does “price” refer to?

- Refers to the tire price only.

What is the minimum pricing that can be advertised?

- Customers may advertise a price “equal-to or higher” than the MAP Policy.

What tires are included in MAP pricing?

- All Toyo passenger and light truck tires as listed in the current price lists as well as the published Toyo product guides.

What is not included in MAP pricing?

- 17.5" and 19.5" rim commercial truck tires: M655, M608, M608z, M120z, M1430, M143, M920A that are illustrated in the passenger & Light truck product guides.

How does MAP policy work?

- Cannot advertise covered products (referenced above) at prices less than the MAP.
- Cannot use strike-through advertised pricing to lead a customer to believe that the product price is less than the MAP price.
- Cannot feature "bounce-back" pricing e-mails, automatic price display for any Toyo tires.
- It shall not be a violation of this MAP Policy to advertise that a customer may "call for information," "email for information," or "chat for information," or to use similar language.
- Toyo-sponsored promotions that may reduce the advertised price of Covered Products below the applicable MAP will not have committed a violation under this MAP Policy.
- Must adhere to this MAP Policy until the consumer places the Toyo tires in the virtual shopping cart.

What happens if MAP violations occur?

- First Violation: A written notice
- Second Violation:
 - Authorized Dealer: Forfeit any deferred funds from their Toyo program for the month in which the violation occurred.
 - Downstream Reseller: Added to the Known Violators List until the end of the 3rd calendar month following the date of the violation.
- Third Violation:
 - Authorized Dealer: Forfeit any deferred funds from their Toyo program which includes: any incentives and volume bonus funds earned and owed for the range of Toyo products subject to the infraction for the month in which the violation was identified and will be ineligible for such funds for a period of three (3) consecutive months.
 - Downstream Reseller: Added to the Known Violators List permanently.
 - The know-violators list will be periodically published by Toyo Tire Canada Inc.

Who to contact if there are further questions?

- Questions regarding this MAP Policy can be sent to: map.admin@toyocanada.com