



## 2020 MAP Policy

Model	UPC	SKU	Product Name	MSRP	*MAP
<b>12</b> <i>Classic</i>	848953000612	ST-M4BL	STRIDER® 12 Classic Balance Bike - BLUE	<b>\$99.99</b>	<b>\$89.99</b>
	848953000629	ST-M4GN	STRIDER® 12 Classic Balance Bike - GREEN		
	848953000636	ST-M4PK	STRIDER® 12 Classic Balance Bike - PINK		
	848953000643	ST-M4RD	STRIDER® 12 Classic Balance Bike - RED		
<b>12</b> <i>Sport</i>	848953000759	ST-S4BL	STRIDER® 12 Sport Balance Bike - BLUE	<b>\$119.99</b>	<b>\$109.99</b>
	848953000766	ST-S4GN	STRIDER® 12 Sport Balance Bike - GREEN		
	848953000780	ST-S4PK	STRIDER® 12 Sport Balance Bike - PINK		
	848953000797	ST-S4RD	STRIDER® 12 Sport Balance Bike - RED		
	848953000803	ST-S4YE	STRIDER® 12 Sport Balance Bike - YELLOW		
<b>12</b> <i>Pro</i>	848953000896	ST-P4SI	STRIDER® 12 Pro Balance Bike - SILVER	<b>\$179.99</b>	<b>\$159.99</b>
<b>14x</b> <i>Sport</i>	848953001923	SK-SB1-US-BL	STRIDER® 14x Sport Balance Bike - BLUE	<b>\$159.99</b>	<b>\$149.99</b>
	848953001930	SK-SB1-US-GN	STRIDER® 14x Sport Balance Bike - GREEN		
	848953002159	SK-SB1-US-PK	STRIDER® 14x Sport Balance Bike - PINK		
	848953001831	PPEDALKIT-14US	STRIDER® Easy-Ride Pedal Conversion Kit	<b>\$59.99</b>	-
<b>16</b>	848953000650	SS-S2BL	STRIDER® 16 Sport Balance Bike - BLUE	<b>\$199.99</b>	<b>\$179.99</b>
	848953000674	SS-S2RD	STRIDER® 16 Sport Balance Bike - RED		
<b>20</b>	848953000704	SR-S1BK	STRIDER® 20 Sport Balance Bike - BLACK	<b>\$219.99</b>	<b>\$199.99</b>
	848953000742	SR-S1WH	STRIDER® 20 Sport Balance Bike - WHITE		

\* Strider Bikes have a MAP Price as shown above and a MAP Policy (where legally enforceable) as follows:

- Authorized Dealers, when selling ONLINE, must advertise at or above MAP Price, except for:
  1. The month of May (bike month).
  2. The Sunday before, through the second Sunday after, the U.S. Thanksgiving holiday.
- Authorized Dealers, when selling IN-STORE ONLY, may occasionally advertise below the MAP Price for special events or sales but must specifically mentioning that this is an "In-Store Only" price special.