



Curated for the Dealership Community & Sales Team- NOT TO BE SHARED



2025-2026



"A Community Built to Enjoy the Ride"



2025 Dealer Program Levels

Level	Community	Neighbor	Friend
Commitment	\$30,000 <	\$9,999 - \$29,999	< \$9,999
Margin	36%	32%	28%
In-Season Payment	30 Days or CC	CC or Pay at Order	CC or Pay at Order
Free Freight* (when invoice paid on time)	8+ Bikes		
Freight (<7 units)* (when invoice paid on time)	\$150 per eBike	\$175 per eBike	\$200 per eBike
Additional Order Details*			
Min Order Pace	Quarterly Review of Inventory, and Orders		No Minimum
EP Program	Program Pricing -10% off +\$100 for freight		Program Pricing -10% off +\$100 for freight
DEMO Program	-10% for defined order follows, freight program. -10% on all replacement items	-10% for defined order follows, freight program. -5% on all replacement items	Not Available
RENTAL Program	-10% if paid on TIME- Payment DUE DATE is Net 90. Also -10% on all parts.		Not Available
First Responder- Police, Fire, EMT, Military, Active or Retired	Program Pricing -5% +\$100 for shipping if needed. Dealer is asked to match discount but not required	Program Pricing -5% +\$125 for shipping if needed. Dealer is asked to match discount but not required	Program Pricing -5% +\$200 for shipping if needed. Dealer is asked to match discount but not required
Marketing Program	The Ride Makerting- OutBound \$300 Social \$300 both are \$500	The Ride Makerting- OutBound \$500 Social \$500 both are \$800	The Ride Makerting- OutBound \$750 Social \$750 both are \$1500
Terms	We offer PAY at ORDER or an opportunity to for OPEN TERMS. Our standard OPEN TERMS program if approved is NET 30 days		Only available for PAY at ORDER
Payment Options *see detail terms in dealer package	PAY at ORDER	Pay by Credit Card- there are no transaction fees. You can also pay by ACH, and other direct deposit programs. Orders will only ship when payment received	
	OPEN TERMS*	ACH is preferred payment option or other direct deposit option. If paying by CHECK it must be recieved by Invoice Due Date. If wanting to pay by Credit Card a 3% transaction fee will be applied to all open terms orders.	
* if dealer is past due than all program benefits are removed until account can be reconcilled. All orders will require management approval			



LIMITED- **LIFETIME WARRANTY-**

Frame & Fork (own fork)

3 YEAR WARRANTY ALL PARTS*

Includes all electronic parts

*Excludes wear & tear parts
(tires, tubes, brake pads, brake bleeds etc.)

5 YEAR COMMITMENT

on ALL UNIQUE PARTS AVAILABILITY from date of our last sale

This is designed to establish support, confidence, & availability of unique items like
batteries, controllers, HMI/Displays, etc.

These replacement items will be "like or similar (& compatible)"



Dealer Programs

In evaluating its position in the marketplace relative to its competitors & its Retailer's competitors, eBliss Mobility Group & The Ride Bicycles, has unilaterally determined that the establishment of MAP guidelines is necessary in order for eBliss Mobility Group & The Ride to continue to build its reputation as a manufacture of high quality products for the consumer products & toy industries to include but not limited to; National Chains/Retailers of Consumer Products & Toys, Sporting Goods, Fashion, Automotive, Clubs & Military industries. eBliss Mobility Group & The Ride believes that retail sales of eBliss Mobility Group & The Ride products, except under specific & limited circumstances, other than in accordance with MAP guidelines, will negatively impact eBliss Mobility Group & The Ride reputation, public perception of the quality of the eBliss Mobility Group & The Ride products, eBliss Mobility Group & The Ride's ability to provide comprehensive warranty & support services & the overall maintenance of eBliss Mobility Group & The Ride's competitive position in the respective industry.

Guidelines: The MAP guidelines are applicable to all storefront, direct mail, & Internet retailers. Authorized eBliss Mobility Group & The Ride Retailers who will be advertising (web, catalogue, billboards, TV, radio, mass media, direct mail, or email, etc.) any br& of eBliss Mobility Group & The Ride must list prices equal to or greater then "MSRP".

MAP Program Promotions: For future discussion. Their may be promotional windows. If such is done a dealer rebate program will be included to support such programs.

eBliss Mobility Group & The Ride promotional periods will be emailed. eBliss Mobility Group & The Ride may also announce additional promotional periods at its discretion.

eBliss Mobility Group & The Ride will monitor retailer's advertisements & the web sites for compliance. Retailers in violation of the MAP Guidelines will be subject to following actions:

Policy- MAP Violations per Calendar Year

1st Violation	Retailer &/or Wholesaler will receive a warning of initial violation. Violation(s) must be corrected within 24 hours. If uncorrected after 1 business days, eMG will cease all shipments & if applicable, remove any Partner listings from the eMG website until all violations are corrected.
2nd Violation	Retailer &/or Wholesaler will be notified of 2nd violation status. Violation(s) must be corrected within 1 business days. eMG may cease all shipments for a period of 30 days & online links will be removed for the same period.
3rd Violation	Retailer &/or Wholesaler found to be in a 3rd violation status would lose Authorized retailer status. eMG will Close the Retailer the retailer &/or wholesaler account



Assembly

85%	\$ 75	0.75	Unboxing, Assembly, Tune, Package Disposal
95%	\$ 40	0.4	Unboxing, Assembly, Tune, Package Disposal

Replace

Frame	\$300	3	Complete Part Removal on 1 bike & install on new frame
Fork	\$ 50	0.5	Replace fork & adjust brake
Tire	\$ 20	0.2	Replace Tire
Tube	\$ 20	0.2	Replace Tube
Front Wheel	\$ 20	0.2	Replace Front Wheel includes tire, tube, & rotor installation & adjustment
Brake Front	\$ 30	0.3	Replace, Bleed, & Tune
Brake Rear	\$ 50	0.5	New Housing, Replace, Bleed, & Tune

E Components

Display	\$ 25	0.25	Replace Display
Battery	\$ 25	0.25	Replace Battery
Battery Connectors	\$ 50	0.5	Replace Battery Connecting Plates
Rear Wheel	\$ 25	0.25	Replace Rear Wheel includes tire, tube, & rotor installation & adjustment
Controller	\$100	1	Replace controller
Mid Drive Motor	\$100	1	Replace mid drive motor
Wiring Harness	\$ 75	0.75	Replace harness
Torque Sensor/BB	\$ 50	0.5	Replace
Other			Based on hourly rate in 25% segments

Re-Boxing a Bike

\$100	1	Repack & Box
-------	---	--------------

Service

Adjust Brakes	\$ 25	0.25	Tune & top of hydraulic brakes
Bleed Brakes	\$ 50	0.5	Bleed Brake
Adjust Gears	\$ 25	0.25	Tune & adjust gears
Basic Tune Up	\$100	1	Basic adjustments or all parts, review & safety inspection
Major Tune Up	\$150	1.5	Major adjustment, review & safety inspection

E-Components

Service & Setting Adjustments	\$100	1	Cleaning & performance & safety review
-------------------------------	-------	---	--

- Available rates for any approved warranty or service on The Ride & Always Bikes
- Labor Rate is based on \$100 per hour
- Non-published rates are billed at
 - 15 min increments/\$25
- Any dealer/shop member can file a claim for Labor Credits or Warranty Support- Just go to www.theridebikes.com/Support

SHIP TO			
Consumer Order	Authorized IBD/EBD	Consumer Preferred IBD/EBD	DIRECT to CONSUMER
Out- Reach To Consumer	✓	Consumer Manages	The Ride will send shipping updates
Assembly	✓	The Ride has content to support but Consumer must manage and	The Ride has content to support but Consumer must manage
Service	The Dealer Service with The Ride Support	Consumer must arrange with shop- if applicable and under warranty The Ride policy will be supported	Consumer must arrange with shop- if applicable and under warranty The Ride policy will be supported
Support	The Dealer Service with The Ride Support	The Ride Support thru claim ticket process	Request to Service and Support from The RIDE~ Compensation based on LABOR RATE PROGRAM
Credit to Authorized IBD	30% of Selling Price to CONSUMER	25% of Selling Price to CONSUMER if within eMG Dealer Territory	
		If there is NO AUTHORIZED DEALER within eMG Dealer Territory a 2% CREDIT of Selling Price to CONSUMER will be put in eMG Collective Dispersment Fund	
	CREDITS will be applied in the form of a CREDIT to account for future use. This enables tracking and maximum support		

Automotive Dealership Product in Market

	Shipped to Auto Dealership- Authorized Dealer	Sold & Shipped Direct to Consumer (D2C)	SOLD D2C & Shipped to THE RIDE Authorized Dealer
Out-Reach	Autodealer ship will connect with Consumer	Always Bikes will send shipping updates	✓
Assembly	Auto Dealership will arrange & manage.	Always Bikes has content to support but Consumer must manage	✓
Service			
Support	Auto Dealership can manage and if needed Authorized Dealer can support w/Labor Credit	Consumer must arrange- if applicable & under warranty	The Dealer Support with the Ride Support
Warranty		Request to Service & Support from Always Bikes~ Compensation based on LABOR RATE PROGRAM	Request to Service and Support from The RIDE~ Compensation based on LABOR RATE PROGRAM
Credit to Authorized IBD	2% of AUTO DEALERSHIP buying price will be put into a eMG Authorized Dealer account if within territory. If not the 2% will be added to the eMG Collective Disbursement Fund		25% of Selling Price to CONSUMER will be applied if shipped and assembled by Authorized Dealer
	CREDITS will be applied in the form of a CREDIT to account for future use. This enables tracking and maximum support		