



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



2025-2026



ORGANIZATIONAL HIGHLIGHTS



"A Community Built to Enjoy the Ride"



The COMMUNITY is our MISSION

- Outside Success Team
- CTS Agent- Customer Technical Success Agent
- Warranty Program
- Parts Supports
- OEM Return Credit Program
- Labor Rates- Defined
- eMG Collective Disbursement Fund
- Direct to Consumer Program (D2C)
- MAP Policy
- Freight w/LTL Engagement
- Marketing
- Employee Discount
- Demo
- Rental
- First Responders Engagement
- Marketing Programs specifically for the Community
 - Out-Reach Direct eMail
 - Social Media Impact
 - PR

Building in the USA brings a high-level of expectations & responsibility to ensure all aspects of the business meet & exceed complete opportunity expectations



The RIDE believes in community & support. We have established an amazing team to support growth, knowledge, information & to take action.

The TEAM is focused on **C**ustomers, **T**echnical Knowledge, & **S**uccess

Our **CTS Agents** will support but not limited to

- Engagement
- Resolution
- Product
- Shipping
- Warranty
- Support
- Growth
- Marketing

For you, our ANYONE on your team we are ready to engage & support. Please reach out & let us know how we can support

online **theridebikes.com/support** & send us your question, claim or...

call **888-341-6450** or

eMail **support@theridebikes.com** or **sales@theridebikes.com** or

DIRECT to your CTS Agent



What is a **TARIFF**?

- A fee charged by the US government
- Current Tariff Rates
 - China is 55% this is a 30% increase from the 25%
 - Taiwan is 32% this is a 22% increase
 - Vietnam is 20% if made in Vietnam if parts come from China then this has an additional 40%

How are **TARIFFS** Collected?

- The importer of record pays these fees 10 days after custom clearance

How do **BRANDS** account for **TARIFFS**?

- This gets complicated but most companies add this to the Bill of Materials of BOM.
 - This means the TARIFF fees are impacted with Company, X Distribution X, Reseller Margin
- Some companies try to morph margin to try to minimize full impact.
 - When a company only increases prices by 6% to cover the 10% of Tariff? There is added costs

eBliss Global is working daily on this issue. Since we are Built in the USA we have some opportunities for savings, & we are working to pass this along to you the Retailer & to the Consumer. We are providing a PASS THRU TARIFF price on our selling price to you the Dealer. We are also providing the guidance to do the same with your customers but also, we have provided & will advertise out bikes at full margin-based Tariff