

Buy a Taylor.

Add a Taylor.

(for just \$99)



FROM MARCH 20 - MAY 3, 2020:

· Buy any 300 Series or higher Taylor guitar and add any acoustic GS Mini or Academy Series guitar for just \$99.

· Buy any 100, 200, 200 Plus or 200 DLX Series Taylor guitar and add any acoustic Baby Taylor for just \$99.



TAYLOR DAYS – “SPRING BREAK” CONSUMER PROMOTION

Friday, March 20, 2020 – Sunday, May 3, 2020



From Friday, March 20, 2020 through Sunday, May 3, 2020 (“Promotional Period”) Taylor Guitars is offering an exciting consumer promotion across two categories of instruments.

1. Your customer purchases any new Taylor 100, 200, 200 Plus, or 200 Deluxe Series model (“Qualifying Product”) and can add an acoustic Baby Taylor (BT1, BT2 or TSBT), (“Promotional Product”) for \$99.
2. Your customer purchases any new USA Taylor 300, 400, 500, 600, 700, 800, 900, Koa, Presentation Series, Custom, Limited Edition, or T5z model (“Qualifying Product”) and can add an acoustic GS Mini, GS Mini Mahogany, GS Mini Rosewood, Academy 10, Academy 12 or Academy 12-N (“Promotional Product”) for \$99.

How the promotion works (“Qualifying Product Purchase”):

The offer requires a bundle purchase of two guitars by the consumer. If a product return of any item in the bundle is initiated by the consumer, the bundle must be returned together and the promotional offer and dealer redemption are void.

Example 1:

When the Taylor dealer sells a Taylor 100, 200, 200 Plus, or 200 Deluxe Series guitar (Qualifying Product Purchase), offer the customer an acoustic Baby Taylor model as indicated above, for \$99. Ensure that the Baby Taylor (“Promotional Product Purchase”) appears on the same qualifying sales receipt together with the Qualifying Product Purchase.

Example 2:

When the Taylor dealer sells a Taylor USA guitar (Qualifying Product Purchase), offer the customer an acoustic GS Mini or Academy model as indicated above, for \$99. Ensure that the GS Mini or Academy (“Promotional Product Purchase”) appears on the same qualifying sales receipt together with the Qualifying Product Purchase.

How dealer redemption works:

Within 10 days of the Qualifying Product Purchase, the dealer places a new Taylor purchase order for the sold Qualifying Product (of an equal or greater value) at standard dealer net, along with the sold Promotional Product at \$99 dealer net. A legible copy of the qualifying sales receipt must accompany the purchase order for the dealer to qualify for the Promotional Product reorder at \$99. Only Promotional Products specified above may be ordered for \$99.

NOTE: Compliance with consumer protection law requires customer information to be redacted from the copy of the receipt submitted to Taylor.

This offer may not be combined with any other offer. Only the items specified above may be used in conjunction with this offer. No substitutions or redemption outside the Promotional Period.





TEMPORARY MODIFICATION TO THE TAYLOR MAP POLICY

Taylor Guitars is making a unilateral temporary modification to the current Taylor MAP policy dated September 1, 2019.

Effective March 20, 2020, through May 3, 2020, the following Promotional Product bundling is permissible with Covered Taylor Product:

1. All Taylor 100, 200, 200 Plus, and 200 Deluxe Series instruments ("Covered Taylor Product") may be bundled, with and only with a single acoustic Baby Taylor BT1, BT2, or TSBT ("Promotional Product"), at \$99 above the current MAP price of the Covered Taylor Product.
2. Taylor USA instruments, including all 300, 400, 500, 600, 700, 800, 900, Koa, Presentation Series, Custom, Limited Edition, and T5z models ("Covered Taylor Product") may be bundled, with and only with a single acoustic GS Mini, GS Mini Mahogany, GS Mini Rosewood, Academy 10, Academy 12, or Academy 12-N ("Promotional Product"), at \$99 above the current MAP price of the covered product.

FAQS:

Can I advertise the Promotional Product separately at \$99?

No. Unless the Promotional Product is bundled with Covered Taylor Product as designated in this addendum, it is considered Covered Taylor Product under the Taylor MAP Policy.

Can I advertise a Covered Taylor Product bundled with other Taylor guitars, TaylorWare accessories, or other non-Taylor products?

No. Only the Taylor Promotional Product instruments specified above, in accordance with this MAP policy addendum, may be listed with Covered Taylor Product.

Can I alter the promotion? For example, could I advertise a GS Mini for \$99 with a 214ce, or advertise a Baby Taylor for \$99 with an 812ce?

No. Only Baby Taylor models can be bundled and advertised with 100, 200, 200 Plus, and 200 Deluxe Series guitars. Only GS Mini or Academy Series acoustic models can be bundled and advertised with Taylor USA instruments.

I also have an electric version of the GS Mini in stock, can I advertise the bundle with that guitar?

No. The program is limited to bundling acoustic versions of Baby, GS Mini, and Academy instruments.

Can I apply an online promotional discount code for the bundled Promotional Product at checkout or in the online shopping cart?

Yes. A promotional code that facilitates the transaction and discounts only the Promotional Product (Baby Taylor, GS Mini, Academy) to \$99 in the shopping cart is permitted.

NOTE: The following communications are, without limitation, covered by the MAP Policy: All web-based communications, whether in the form of posted prices, coupons, shopping cart prices, or any product price that can be printed by a prospective customer prior to purchase; including text messaging; faxes of prices; emails of prices; auto-generated faxes or emails; instant messaging; push notifications through digital applications; and any other form of electronic communication.

Does Taylor require the Promotional Product to be sold at \$99?

No. Taylor has unilaterally implemented this policy addendum. Dealers remain free to sell Taylor products at whatever prices they believe are appropriate. Taylor advises dealers that there will be certain sanctions that will follow from advertising that violates the Taylor MAP Policy.

