



**Rock the Bike** 888-354-BIKE (2453)  
6323 San Pablo Ave. 510-338-3326  
Oakland, CA 94608 fax 1-510-735-9838  
www.rockthebike.com info@rockthebike.com

**HOME OF THE FENDER BLENDER AND PEDAL POWERED STAGE**

## **ROCK THE BIKE DISTRIBUTOR AND DEALER MANUAL**

Thank you for becoming a Rock the Bike dealer. Rock the Bike designed the world's first bike blenders for retail, including the Fender Blender: Pro, Universale, Xtracycle and Mundo. We are also the world's premier source for Pedal Powered event activities and sound gear. The Pedal Power and bike blender markets are quickly growing each year. Being a Rock the Bike dealer offers you the opportunity to build your loyal local base and stay in the forefront of the green energy, health, fitness, and experiential movements servicing those who use our products to educate, activate, and inspire.

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### **General Information:**

Consumer Website: <http://www.rockthebike.com>

Consumer Online Ordering: <http://www.rockthebike.com/store>

Warranty Information and Store Policies: <http://rockthebike.com/store-policies/>

Ordering via email: [customerservice@rockthebike.com](mailto:customerservice@rockthebike.com) or [chelsea@rockthebike.com](mailto:chelsea@rockthebike.com)

### **Minimum One-Time Order Requirements:**

- Initial order must be \$1,000 or greater to gain access to our Resale Price List pricing for the following: *Fender Blender Universale, Fender Blender Xtracycle, Fender Blender Mundo, Pedal Powered Spin Art for Fender Blenders and accessories for thereof.*
- Initial order must be \$1,500 to gain access to our Resale Price List pricing for the following: *Roll Up Generator Stand, Off the Wall or Generator Wheel and accessories for thereof.*
- Initial order must be \$5,000 or higher to gain access to our Resale Price List pricing for the following: *Fender Blender Pro, Generator Pro, Electric Fender Blender Pro, Recharge Station, sLEDgehammer, Pedal Power Utility Box, and accessories for thereof.*
- For Pedal Powered Stage gear dealer decisions are made on a case by case basis. *Please email [paul@rockthebike.com](mailto:paul@rockthebike.com) to be considered.*



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Once your application is approved you must hit the one-time minimum order requirement for your first order, it cannot be accumulated over time. The minimum does not include the cost of shipping, handling, rush fees, or any other costs related to the purchase of goods.

**Rock the Bike provides all Distributors and Dealers the following:**

- 1 - Promotional material and stickers
- 2 - Watermarked and Trademarked Product Photos
- 3 - Sample shipping costs so you can estimate and charge shipping.
- 4 - Customer service to our dealers for bike mechanic questions or problems.
- 5 - Sample recipes and other materials to prepare you for events and gear use.
- 6 - Certified Rock the Bike Dealer / Distributor badge for your website and marketing materials.
- 7 - Feature on our Distributors and Dealers map on [www.rockthebike.com/dealers](http://www.rockthebike.com/dealers)

## Dealer Programs:

### **Exclusive Distributor**

- Exclusive Distributors have unshared sales in their specific region (typically by state or country). All sales inquiries to Rock the Bike from your region will be referred to you. We will not allow new dealers access to your region, but will allow current dealers to maintain their dealership status with us.
- Exclusive Distributors must order QTY 50 Fender Blender Pro frames. These must ship in one shipment, and cannot be broken up over time.
- Exclusive Distributors margins are consistent with the most recent version of the Resale Price List.
- Exclusive dealers will receive one Fender Blender Pro (Standard) at no charge as a marketing / demo / floor model. This bike is not intended for sale and must be used in accordance with the outreach / sales plan in your Dealer / Distributor Application.
- Exclusive Distributors must maintain an adequate stock of Pro Accessories, including both High Performance and Standard models.
- Exclusive Distributors should have no less than 10 Fender Blender Pro frames in inventory at any given time.
- Exclusive Distributors will become the account representative for all Rock the Bike Dealers in their region. Report of slow response time, greater than 48 hours from inquiry, to Rock the Bike Dealers can result in immediate termination of Exclusive Distributorship.
- Changes to orders are subject to product availability.



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## Dealer

- Dealers must hit their minimum order requirement to have access to all the pricing on Resale Price List.
- Dealers cannot break their order up into several shipments, the entire order will be shipped at once.
- Dealers will receive an additional 10% discount on one marketing / demo / floor model. This bike must be used for this purpose and cannot be sold.
- Dealers are required to maintain a good inventory of accessories for the bikes they have in stock.
- Dealers must maintain an inventory of at least 2 of Rock the Bike's Pedal Powered products.
- For orders of QTY 2 units or more, Dealers must receive items at their location on file with Rock the Bike. Units shipped to an unknown address will be considered Drop-Ship and charged at the 18% Drop-Ship rate, not the Dealer QTY rate.

## Non-Stocking Dealer

- Non-Stocking dealers must meet or exceed the minimum one-time order requirement.
- Details outlining Non-Stocking Dealer's margins are outlined on Page 3.
- Non-Stocking dealers must use Rock the Bike to brand or otherwise customize their bikes.
- Non-Stocking dealers may become a Partner dealer by ordering QTY 6 or more of one product. No retroactive rebates or price adjustments will be issued.

### *Non-Stocking Dealer Process:*

Once you gain access to Dealer Pricing you can always place Drop Ship orders for orders of 1 unit, but need to **close the sale** (see below, #2). Otherwise, if you simply pass us the name of an interested customer, we'll consider it **generating a lead** (see below, #1).

#### **1. Pass us a Lead, get a Referral Credit.**

If you forward a customer to us and they purchase ANY buy-it-now products (any Rock the Bike products in our online store) you receive a 4% referral credit. Moreover, if someone calls or emails saying they found out about us through you, you get 4%. You can retain this credit on your account for future orders, or refund it to a credit card on file with us.

#### **2. Drop Ship.**

Your job is to generate interest, answer their questions, motivate them, and take payment. You get 18% (our drop ship dealer margin) when you pass us completed sales. *To do this you should provide us with the following information:*

- 1 - Client name, phone number, email address
- 2 - Items and quantities



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3 – Shipping address

4 – Your payment information\*. Payment by check / Wire preferred!

\* The dealer must make payment to Rock the Bike. If we handle the customer's payment there will be a \$10 order processing fee added on to your cost.

*Example of Process:*

1. Client places order for FBP (Standard) \$1700 + shipping through you.
2. You place the exact same order through us and provide client's email, phone number and shipping address. You make payment. You pay \$1,394 + shipping to Rock the Bike and we ship directly to the client.
3. *Estimating Shipping:*

Our recommendation is to use FEDEX.com or UPS.com to generate shipping quotes for your customers. Charge the customer the carrier's quote. Our rates are lower than the standard FEDEX/UPS customer's so this will insure that you have enough to cover shipping from us to your customer plus our standard \$5 packaging fee. Box dimensions and weights will be provided to you upon request.

## Rock the Bike Dealer Terms and Conditions

### Definition of Terms

This document is an agreement between Rock the Bike, LLC, a California Limited Liability Corporation ("Rock the Bike") and the Entity acting as an agent for Rock the Bike ("Dealer"). This agreement covers all Rock the Bike Products ("Product") including but not limited to: The Fender Blender Pro, Fender Blender Universale, Fender Blender Xtracycle, Electric Fender Blender Pro, Generator Pro, Recharge Station, Roll Up Generator Stand, Off the Wall Generator Stand, sLEDgehammer, Pedal Power Utility Box, and any other accessories or upgrades that are supplied by Rock the Bike.

### Rock the Bike Dealership

Rock the Bike will make available a variety of merchandising materials to support the Dealer and drive sales.

– A US-based Dealer agrees to only advertise and sell Rock the Bike Products at full MSRP, or at Rock the Bike's approved quantity, resale, or promotional discounts. Violation of this policy will constitute loss of the Rock the Bike Dealer privileges and program. – Dealer agree to post pricing



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- An internationally located Dealer agrees to advertise and sell Rock the Bike Products at a price that is less than shipping and VAT from Oakland, California. Dealers that give better access to our customers and offer better prices for them will receive referrals from Rock the Bike.
- Dealer agrees to not cover or remove the Rock the Bike logo or badges from the Product. Violation of this policy will constitute loss of the Rock the Bike Dealer privileges and program.
- Dealer agrees to only use the Rock the Bike blender base / platter on a Rock the Bike frame, unless installing the Fender Blender Universale on a standard bicycle. Violation of this policy will constitute loss of the Rock the Bike Dealer privileges and program.
- Dealer agrees to inspect products within 30 business days of inventory shipping date, and will notify Rock the Bike of any discrepancies to the order or product damage. Dealer agrees to inspect LCL cargo within 90 business days of ship's sail date.

#### **Sales**

- Dealer must have a Rock the Bike approved plan for showcasing the product to your target audience in a relaxed, non-distracting environment that meets our standard. Dealer can offer walk-ins or scheduled appointments. Examples include, but are not limited to, a retail location with attractive storefront, a website, or a calendar of events.
- If you use Rock the Bike photos on your site, you must use our watermarked, trademarked photos where available and post a link to rockthebike.com. Dealers can take and use their own photos for their website or other marketing / promotional materials.
- Dealer agrees to employ qualified sales personnel in who can inform their customers of the features benefits, design and limitations of the Product.
- Dealer agrees they will not sell on any Third Party Websites worldwide such as, but not limited to, Ebay, Amazon, TaoBao, Overstock, or any other sites where the domain is not owned and operated by the Dealer.
- Dealers will follow Rock The Bike's lead by refusing to sell our Pedal Power equipment to the Oil, Gas, and/or Automotive industries for the purposes of brand building. For example, Dealer will refuse to sell bikes to Chevron for their Human Energy campaign, or Subaru for their hybrid car launch party. Dealers are allowed to rent or work for hire with the internal company and it's staff to promote health and wellness, like company health fairs.
- Dealers are not allowed to repost customer testimonials or testimonial photos found on RocktheBike.com as their own.
- Dealers must make customers aware of branding opportunities offered by Rock the Bike, even if the Dealer is not capable of producing it on-site. If Dealer produces branding on-site they must provide photo examples to Rock the Bike.
- Dealers must list the manufacturer as Rock the bike and link to [www.rockthebike.com](http://www.rockthebike.com) on their website. Violation of this policy will constitute loss of the Rock the Bike Dealer privileges and program.



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- Once the dealer starts posting pictures / content to their social media outlets, the dealer is responsible for answering questions from your fans who may want to know how to get started with Pedal Power / Bike Blending.

*Example: You post a photo at an event on Facebook. Your fan Sarah replies "Awesome, that would be fun for my kid's school." You must provide a thoughtful reply, such as, "Thanks Sarah, we now carry the Fender Blender Universale which makes a great addition to any school event. Here's our link..." Although this seems obvious, it's common that Rock the Bike products are perceived as a one-off novelty as opposed to an available product.*

### Customer Service

- Dealer agrees to provide customer service to their own clients.
- Dealer must respond to customers within 24 hours. Report of slow response times may result in termination of the Rock the Bike Dealer privileges and program.
- Dealer will demonstrate the correct installation of accessories, attachments, upgrades, parts, proper position of a pedaler, and any other important safety aspects of the use, care, and maintenance of the customers' products.
- Dealer will provide basic maintenance and tune ups to the Fender Blender Pro's they sell within the 2-year warranty period.

### Safety

- The dealer agrees to inform customers about the proper and safe use of Products, specifically safety while on or around the bike, and safe food handling techniques.
- Dealer will provide the owner's manual for each product to each customer.

### Ordering Information

- Dealers based in the United States are required to maintain a current Federal Tax ID and Reseller's Number on file with Rock the Bike. Please scan your resellers permit and send to [customerservice@rockthebike.com](mailto:customerservice@rockthebike.com).
- Open Account: Fill out Dealer Application. Applications will be reviewed and responded to within 7 business days. Incomplete applications are subject to a longer approval time.
- Payment: For orders under \$5,000 USD Dealers can pay by Credit Card, Debit Card, PayPal, Check, or Wire Transfer. For orders over \$5,000 USD Dealers must pay by Check, Wire Transfer, Credit Card, or Debit Card. Credit/Debit Cards are subject to a 3% Card Processing Fee for orders over \$2,000 USD.
- Shipping: Shipments are F.O.B. Destination, freight prepaid from Oakland, California. Rock the Bike ships Monday - Friday. Items unavailable at time of order will be automatically backordered unless otherwise requested.



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- Returns: All returns must be pre-authorized by Rock the Bike in writing. A 10% restocking fee will be charged. Only unused goods will be considered for return. Return freight charges are to be paid by the dealer. In cases of Rock the Bike's error dealer will receive full credit and will be reimbursed for freight charges, and/or cover charges to correct the error.
- Prices: Prices are subject to change without notice. Dealer will be charged the price in effect on the date of placing their order. See Resale Price Forms for current pricing.
- Backorders will be charged the price in effect at the time the order is shipped.
- Production Lead Time: Rock the Bike tries to ship orders within 5 business days of receipt. Orders of 6 or more products can result in longer lead times. Some electronic products require 4 – 8 weeks to build. Customized products will have a longer lead time, please consult your account representative for more details.

### **Warranty**

Rock the Bike products are warranted against breakage and manufacturer defect for two years from date of purchase and to be free from defects in materials and workmanship. This warranty does not cover damage due to wear and tear, overloading, misuse, abuse, or anything else beyond Rock the Bike's direct control.

- Rock the Bike will be the sole arbiter of whether the damage is due to defects in materials and workmanship or not.
- This warranty applies only to the original owner and is nontransferable. A copy of the original sales receipt is required as proof of purchase.
- Prior to servicing a warranty customer, you must request authorization for return, repair or replacement from Rock the Bike.
- Rock the Bike reserves the right to substitute similar-functionality components in their products at any time. As a result, the Product may arrive with different components than are shown in our literature or website. Changes in components that function similarly are not grounds for warranty replacement or credits of any kind.