

Rules regarding the use of Schrader Pacific Tire Hardware Solutions’ visual and digital assets

and the presentation of Schrader Pacific Tire Hardware Solutions Products

As a Schrader Pacific Tire Hardware Solutions business partner, you are required to use Schrader Pacific Tire Hardware Solutions’ visual identity and digital assets in a way that respects our intellectual property and our brand.

We ask you to follow the rules outlined in this document, for the following list of media:

- Paper documents: catalogues, brochures, price lists, instruction manuals;
- Digital documents: Internet/extranet/intranet: customer websites, email signatures, online versions of paper documents: catalogues;
- Commercial documents;
- Trade show stands and stand material.

Use of any other media must be expressly requested to Schrader Pacific Tire Hardware Solutions.

1. General rules

1.1 As a Schrader Pacific Tire Hardware Solutions business partner, you are a legally independent and accountable company; therefore, only your logo, corporate name, address, and other visual or digital elements can appear prominently in your documents. The information and visual and digital assets concerning Schrader Pacific Tire Hardware Solutions must appear afterwards.

1.2 Your documents, printed or digital, are your property and should not lead your customers to mistakenly believe that your company is a subsidiary of Schrader Pacific Tire Hardware Solutions or a part of Schrader Pacific Tire Hardware Solutions Group.

1.3 If your customers address you directly, the full address of Schrader Pacific Tire Hardware Solutions should not appear in your documents. This is to respect business agreement and mutual trust.





1.4 Any proposed use of our name, logo, and visual must be validated by our company.

2. Rules concerning the use of « Schrader Pacific Tire Hardware Solutions » logos associated with the Products

2.1 With the sale of our Products, you may use Schrader Pacific Tire Hardware Solutions’ logos, but you should comply with the following requirements.

2.2 Corporate brand standards



Colour	Colour Name	Pantone	CMJN				RVB			HEX Value (html)
	Blue	648	100	62	0	52	3	45	88	#032d58
	Red	186	0	100	81	4	174	18	4	#ae1231
	Metal Gray	Cool Gray 10C	0	0	0	60	128	129	131	#808183
	Light Gray	Cool Gray 3C	0	0	0	20	208	209	211	#d0d1d3

2.3 The « Schrader Pacific Tire Hardware Solutions » logos which are used must comply with our corporate brand standards (detailed point 2.2).

2.4 The logos and the name « Schrader Pacific Tire Hardware Solutions » must not be displayed most importantly than your name or logos, these must not mislead the Customer on the link between our companies and must only be used associated with OUR Products.

2.5 The logos and the name « Schrader Pacific Tire Hardware Solutions » should be fully utilized. Any abbreviated version is not allowed.

2.6 It is strictly forbidden to break down and use the logo or the name SCHRADER, as well as the name or logo PACIFIC, which are registered trademarks, in any other way and/or forms other than those indicated above.

STRICTLY PROHIBITED USES:







2.7 In the event of suspension of commercial relations, all « Schrader Pacific Tire Hardware Solutions » logos must be removed from your paper and digital documents and any other material produced by your company.

3. Rules concerning your use of « Schrader Pacific Tire Hardware Solutions » logos acting as a Schrader Pacific Tire Hardware Solutions DISTRIBUTOR

3.1. As a distributor for Schrader Pacific Tire Hardware Solutions, you may use Schrader Pacific Tire Hardware Solutions' logos, but you must clearly specify underneath that you are a "Distributor of Schrader Pacific Tire Hardware Solutions products" in your country. Therefore, only use of our logo combined with mention « Distributor » is allowed.

3.2 Corporate brand standards



Colour	Colour Name	Pantone	CMJN				RVB			HEX Value (html)
	Blue	648	100	62	0	52	3	45	88	#032d58
	Red	186	0	100	81	4	174	18	4	#ae1231
	Metal Gray	Cool Gray 10C	0	0	0	60	128	129	131	#808183
	Light Gray	Cool Gray 3C	0	0	0	20	208	209	211	#d0d1d3

3.3 The « Schrader Pacific Tire Hardware Solutions Distributor » logos which are used must comply with our corporate brand standards (detailed point 3.2).

3.4 The logos and the name « Schrader Pacific Tire Hardware Solutions Distributor » must not be displayed most importantly than your name or logos, these must not mislead the Customer on the link between our companies.

3.5 The logos and the name « Schrader Pacific Tire Hardware Solutions Distributor » should be fully utilized. Any abbreviated version is not allowed.

3.6 It is strictly forbidden to break down and use the logo or the name SCHRADER, as well as the name or logo PACIFIC (**see prohibited uses 2.6**), which are registered trademarks, in any other way and/or forms other than those indicated above.

3.7 In the event of suspension of commercial relations, all « Schrader Pacific Tire Hardware Solutions Distributor » logos must be removed from your paper and digital documents and any other material produced by your company.

4. Rules concerning the presentation of Schrader Pacific Tire Hardware Solutions products

4.1 You must obtain authorisation from Schrader Pacific Tire Hardware Solutions before publishing Schrader Pacific Tire Hardware Solutions' products (image or description) on the Internet or in a printed catalogue.

4.2 As a vendor, you may present Schrader Pacific Tire Hardware Solutions' products in your printed or digital documents. However, you must ensure that Schrader Pacific Tire Hardware Solutions' products are separated from our competitors' products so that people accessing these documents do not think that they are Schrader Pacific Tire Hardware Solutions' products.

4.3 As a vendor, you are entirely responsible for the information that you publish and Schrader Pacific Tire Hardware Solutions cannot be liable for misuse of the products or incorrect descriptions or instructions for use.

4.4 Visuals of our products should not be used for products not purchased directly from our company.

4.5 Schrader Pacific Tire Hardware Solutions remains at the disposal of its customers to provide them the full range of products available for sale, our website and catalogues are not exhaustive of our products.

5. Rules regarding digital documents

5.1. Your websites and social media pages are not developed by Schrader Pacific Tire Hardware Solutions and should therefore not lead users to believe that your company is a subsidiary of Schrader Pacific Tire Hardware Solutions or a part of Schrader Pacific Tire Hardware Solutions Group. As such, it is expressly forbidden to use the name Schrader Pacific Tire Hardware Solutions (or a part of it) in the registered domain name of your website.

5.2. Schrader Pacific Tire Hardware Solutions digital assets, such as images, graphics, videos, collateral, etc., housed within Schrader Pacific Tire Hardware Solutions digital platforms such as websites (www.schrader-pacific.fr; shop.schrader-pacific.fr), social media pages, e-learning, emails are the sole property of Schrader Pacific Tire Hardware Solutions and cannot be used without the express written consent of Schrader Pacific Tire Hardware Solutions.

We would like to draw particular attention to the fact that any representation, reproduction, exploitation, either partial or total of the contents and services offered on our websites, by whatever means without the prior written consent of our Company is strictly prohibited and is liable to constitute a counterfeit sanctioned by articles L 335-2 et seq. of the French Code of intellectual property.

Please contact the Company at the following address resale@schrader-pacific.fr for requests regarding the reproduction of Schrader Pacific Tire Hardware Solutions digital assets.

5.3. Your name, address, logo and other elements identifying your company must appear prominently within your email signature. Your email signature should not lead others to believe that your company is a subsidiary of Schrader Pacific Tire Hardware Solutions or a part of Schrader Pacific Tire Hardware Solutions Group.

5.4. If a written request is made, we can authorize the establishment of a "link" between your website and ours.

6. RULES VIOLATION

6.1 Any breach of these rules will result the immediate withdrawal of our authorization for the use of our image (logo and name).

6.2 Furthermore, any breach of these rules which is not remedied within 15 days of receipt of an official notification sent by registered letter with acknowledgement of receipt, will lead to immediately pay a fixed compensation equal to 1000 Euros, for damages and penalty clauses. This compensation is due by the effect of non-compliance of these rules by the business partner.

Schrader Pacific Tire Hardware Solutions remains at the disposal of its customers to provide them with the logos, pictures, technical data sheets and all information concerning the Company and the products in order to allow them to develop their business while providing satisfactory customer service.

Done at

Date

For the Company

Mrs/Mr :

Quality :

Signature preceded by the handwritten words « good for acceptance »