

SALES

September 23, 2016

Bulletin # 0603C

To: All Contractors

Subject: **Internet Sales Policy**

Mitsubishi Electric US, Inc. Cooling & Heating Division does not encourage or endorse the online resale of MEUS-HVAC products due to the specialized nature of the products, the need for trained sales support, and the requirement for proper installation by a trained and licensed contractor. In order to strictly govern the Internet activity of MEUS-HVAC products, Mitsubishi Electric has adopted a new **Internet Sales Policy (UMAP policy and Internet Reseller Guidelines)** to control the online advertised price of our products, while requiring compliance to specific guidelines when selling Mitsubishi Electric product over the Internet.

The new Internet Sales Policy establishes the minimum price at which products may be advertised online and sets forth the specific requirements for anyone that resells Mitsubishi Electric products on the Internet. Only certain products may be sold through the Internet and the policy requires that all online resellers comply with requirements governing resale through the Internet. The policy includes the requirement that the product be installed by a trained and licensed contractor and also requires that every online reseller maintain the highest level of professionalism, industry standards, and ethics when representing our products online.

Through these policies, we will be able to effectively monitor the online marketing and resale of residential HVAC products to ensure that the Mitsubishi Electric brand name and reputation for high quality products and service is protected.

Select the link below for the appropriate documents:

- [UMAP Policy](#)
- [Online Reseller Guidelines](#)

For questions regarding the new Internet Sales Policies contact your distributor or email Mitsubishi Electric at umapinfo@hvac.mea.com.

