

April 1, 2018

Price Adjustment – Effective for all shipments starting June 1, 2018

To Our Valued Customers,

Ridewell has worked very hard at managing material and labor increases since our last adjustment 6 years ago. Although we've been able to offset many upturns in cost, we now find it necessary to pass along an adjustment on our suspension and axle product lines.

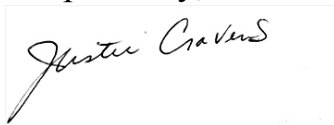
Ridewell will be implementing a price adjustment for all shipments beginning June 1, 2018.

Given the disparity of increases received from our component suppliers, we will be re-pricing each product individually in lieu of a broad-based approach.

Please contact Customer Service for further information.

We thank you for your continued partnership and will do our best to deliver the value that you expect.

Respectfully,



Justin Cravens
Vice President-Sales