Consumer Promotion Program Letter

Direct to Consumer Promotion

August 2026

Program Type **Manufacturer-Sponsored Sales Event - Inclusive; Non-Funded***

This promotion is open to all participating dealers and installers. During the promotional period, you can offer UPP discounts to your customers. Please note that the program is unfunded, so any discounts are provided at your own cost. Marketing assets are available for advertising this promotion to your customers, contact your Air Lift sales representative. Program restricts promoting and selling on any 3P or 1P marketplaces.

Retail Channels **Air Lift and Air Lift Performance Direct to Consumer Websites**

Program Name **Summer End Discount**

Program Dates **August 24 – 30, 2026**

Air Lift **10% Off UPP** including WirelessOne/WirelessAir and Air Spring Kits Only. Free shipping on sale items. Excludes ProSeries products.

Performance **10% Off UPP** on ALP4, 3P/3H and All Suspension Kits (Coilovers & Air) Free shipping on sale items.

Air Lift Qualifying Products

59103	59564	57396	60789	25804	88250	88228	60903	88229	57234
59106BT	59568	57397	60793	25854	88275	57200	60904	57233	88234
59113	57113	57398	60797	25856	88286	88200	60905	88233	57385
59202	57132	57410	60798	88101	88291	60826	60906	88399	88385
59209	57140	60713	60807	88105	88295	57289	60907	57538	60830
59210	57154	60728	60809	88113	88297	88289	60908	57595	57577
59501	57205	60732	60810	88131	88298	57272	60910	57596	57231
59502	57215	60733	60811	88132	88299	88272	60911	57575	57531
59503	57216	60740	60812	88138	88338	88255	60914	57391	88231
59507	57237	60742	60814	88140	88340	57344	60915	88391	80532
59508	57242	60743	60815	88154	88344	60825	60916	57589	57341
59516	57245	60744	60816	88202	88347	57365	60917	60818HD	57541
59518	57250	60747	60817	88203	88390	88365	60918	25980	88341

Privileged and Confidential @2026 Air Lift Company

59526	57286	60748	60818	88205	88393	57268	60919	25980EZ	74000
59529	57291	60750	60819	88208	88395	88268	60920	57375	74000EZ
59530	57292	60754	60821	88212	88396	59533	60921	88375	57352
59537	57298	60755	60824	88215	88397	59570	60922	57288	88352
59542	57338	60756	60844	88216	88398	57213	60923	88288	57552
59544	57340	60769	60897	88219	57204	88213	60924	60828HD	60804
59547	57345	60774	61724	88221	88204	88339	60925	60829	60840
59551	57347	60776	61792	88237	88211	88349	60926	57388	60842
59554	57390	60779	80702	88240	57257	60900	60927	88388	60855
59555	57393	60783	81560	88242	88257	60901	60852	57331	60854
59562	57395	60786	25592	88245	57230	60902	57229	88331	57355
88355	60861	57275	57244	88380	57802	57384	57812		
60856	57389	57295	74100EZ	57409	57811	57356	88230		
60860	88389	57297	57300	57343	57812				
73000EZ	57383	57399	57354	25818HD	57269				
60834	88383	59521	88354	25828HD	57579				
60836	60863	59539	57554	57263	57415				
60837	60864	59565	88412	16188	88408				
60838	60865	60724	88413	57386	57543				
60858	57131	60857	57380	88414	88377				
60859	57212	25981EZ	57580	57801	57264				

AIR LIFT PERFORMANCE QUALIFYING PRODUCTS

75553	75557	75582	75653	78613	78520	78620	78643	78555	78662
78588	78688	78156	78775	78786	79001	79006	79007	79008	79009
79010	79011	79012	79013	79014	79015	79016	79002	79003	79005
79017	79018	79019	79021	79022	76016	76516	76514	76014	76018
76518	76017	76517	76002	76502	76007	76507	76021	76521	76006
76506	76008	76508	76013	76513	76011	76511	76515	76005	76505
76015	76001	76501	76019	76519	76010	76510	76003	76503	76012
76512	76041	76541	27380	27385	27480	27485	16188	27680	27685
27666	76036	76536	76044	76046	76030	76530	76020	76520	76035
76535									

*Sales Events apply uniformly across all authorized seller tiers, including Distributors, Jobbers, and Retailers. Participation in any Sales Event is strictly voluntary and open to all authorized sellers and authorized resellers, provided they remain in compliance with this Unilateral Pricing Policy (“UPP”).

Privileged and Confidential @2026 Air Lift Company