

Gray Market Product Notification to Consumers

I. What Are Gray Market Products?

“Gray market products” refer to products, whether new or used, and regardless of whether such products were originally sold through authorized channels, that are manufactured by Mitsubishi Mahindra Agricultural Machinery Co., Ltd. (“MAM”) for sale and use in a specific foreign country or market, and that are subsequently imported, distributed, resold, or otherwise transferred into another country or market without the authorization or consent of MAM. These products include genuine MAM-branded and “SATOH”-branded tractors (collectively, “MAM Tractors”). These tractors are designed, manufactured, tested, and certified exclusively for sale and use in the markets for which they are originally intended (for example, tractors manufactured for the Japanese market that are later imported into other countries without MAM’s authorization).

II. Why Is the Gray Market a Concern?

MAM Tractors sold and distributed through MAM and its authorized dealers are designed, manufactured, tested, and certified to comply with the laws, regulations, safety standards, emission requirements, and operational conditions applicable to the country or market for which they are intended. In contrast, gray market MAM Tractors are not designed, tested, certified, or approved to comply with the laws, regulations, safety standards, emission requirements, or operational conditions of the country or market in which they are subsequently resold or used. As a result, such tractors may fail to comply with applicable emission regulations, safety standards, operational requirements, or registration requirements. Gray market MAM Tractors may lack required safety features or equipment, including but not limited to rollover protective structures (ROPS), seatbelts, operator’s manuals, warning decals, safety labels, or notices provided in the appropriate local language as required by applicable laws or standards. Accordingly, the purchase, possession, operation, or use of gray market MAM Tractors may involve significant safety, regulatory, and operational risks. Any such purchase, possession, operation, or use is undertaken at the purchaser’s and user’s sole and exclusive risk. To the fullest extent permitted by applicable law, MAM expressly disclaims any responsibility or liability arising from or related to the use, operation, or ownership of gray market MAM Tractors.

III. Additional Considerations Regarding Gray Market MAM Tractors

The sale, purchase, importation, or use of gray market MAM Tractors that were not intended or authorized for the applicable country or market automatically voids all applicable MAM warranties, to the fullest extent permitted by law. Such tractors are not eligible for any warranty coverage, technical assistance, service programs, recalls, campaigns, updates, rebates, or other benefits offered by MAM or its authorized dealers. MAM does not authorize the supply, sale, installation, or use of genuine MAM spare parts, components, attachments, or accessories in connection with gray market MAM Tractors. In certain cases, unauthorized individuals or entities may attempt to modify, alter, or retrofit gray market MAM Tractors to meet local standards, including through the use of non-genuine, modified, aftermarket, or counterfeit parts or components. The use of non-genuine, modified, unauthorized, or counterfeit parts or components may result in equipment damage, reduced performance, increased safety risks, and potential non-compliance with applicable laws and regulations. MAM assumes no responsibility or liability for any such modifications or parts. Furthermore, MAM has no obligation to notify, assist, support, service, or otherwise provide any information or assistance to owners, purchasers, operators, or users of gray market MAM Tractors.

IV. MAM's Position on Gray Market Products

MAM's priority is to protect the safety, reliability, regulatory compliance, and lawful use of its products and to safeguard the interests of its customers worldwide. MAM does not support, endorse, approve, or authorize the importation, distribution, sale, resale, or use of gray market MAM Tractors in any country or market other than those for which such products were originally intended, authorized, and certified. MAM does not provide, and expressly disclaims, any warranty, service, technical support, parts support, recall participation, campaign coverage, or other assistance for gray market products. Any unauthorized use of the MAM corporate name, trade name, trademarks, service marks, logos, or other intellectual property, including without limitation the trademarks "MAM," "Mitsubishi Tractor," and "Mitsubishi Mahindra Agricultural Tractor/Machine," is strictly prohibited and may result in civil or criminal legal action. Certain statements in this notice may not be applicable in jurisdictions that do not permit the exclusion or limitation of certain warranties or liabilities, and nothing herein shall be interpreted to limit rights that cannot be excluded under applicable law.