

MSRP and Manufacturer Advised Price (MAP)
Effective April 1, 2024
(Pricing / Product changes labeled in **RED**)



Power Lift Recliners		
	MSRP	MAP
VivaLift [®] 1		
Atlas PLUS 2 PLR-2985M	\$2,329.00	\$1,719.00
Radiance PLR-3955PW	\$2,449.00	\$1,779.00
Radiance PLR-3955S	\$2,439.00	\$1,759.00
Radiance PLR-3955M	\$2,439.00	\$1,779.00
Radiance PLR-3955LT	\$2,469.00	\$1,799.00
Ultra PLR-4955S	\$2,979.00	\$2,289.00
Ultra PLR-4955M	\$2,989.00	\$2,309.00
Ultra PLR-4955L	\$3,019.00	\$2,329.00
Tranquil 2 PLR-935S	\$1,989.00	\$1,479.00
Tranquil 2 PLR-935M	\$1,999.00	\$1,509.00
Tranquil 2 PLR-935LT	\$2,049.00	\$1,519.00
Elegance 2 PLR-975M	\$1,999.00	\$1,499.00
Elegance 2 PLR-975L	\$2,149.00	\$1,609.00
Urbana 2 PLR-965M	\$1,999.00	\$1,519.00
Metro 2 PLR-925M	\$1,899.00	\$1,289.00
Heritage Collection [®] *1		
LC-358PW	\$1,659.00	\$1,279.00
LC-358S	\$1,599.00	\$1,249.00
LC-358M	\$1,599.00	\$1,259.00
LC-358L	\$1,659.00	\$1,279.00
LC-358XL	\$2,159.00	\$1,669.00
LC-358XXL	\$2,449.00	\$1,809.00
Essential Collection [†]		
LC-250	\$1,379.00	\$1,039.00
LC-105	\$1,089.00	\$839.00

Labor Contracts		
Description	MSRP	MAP
Power Lift Recliner, 2 Year Labor Contract	\$182.00	\$179.00
Power Lift Recliner, 3 Year Labor Contract	\$300.00	\$275.00
Scooter, 2 Year Labor Contract	\$280.00	\$269.00
Scooter, 3 Year Labor Contract	\$375.00	\$325.00
PMV, 2 Year Labor Contract	\$280.00	\$269.00
PMV, 3 Year Labor Contract	\$400.00	\$350.00
Travel Mobility, 2 Year Labor Contract	\$280.00	\$269.00
Travel Mobility, 3 Year Labor Contract	\$375.00	\$325.00
Standard Power, 2 Year Labor Contract	\$280.00	\$269.00
Standard Power, 3 Year Labor Contract	\$375.00	\$325.00

Pride Premier Coverage Plan ***		
Unit at MAP Price	MSRP	MAP
\$0-\$999	\$249.00	\$239.00
\$1,000-\$1,499	\$299.00	\$289.00
\$1,500-\$1,699	\$379.00	\$349.00
\$1,700-\$1,999	\$499.00	\$479.00
\$2,000-\$2,499	\$599.00	\$569.00
\$2,500-\$2,999	\$749.00	\$719.00
\$3,000+	\$849.00	\$799.00
Power Lift Recliner, Scooter, PMV, Travel & Standard Power Products ONLY Not applicable for drop ship orders***		

*FDA Class II Medical Device. Pride[®] FDA Class II Medical Devices are designed to aid individuals with mobility impairments.

Travel Mobility			
Go Go [®] SERIES ¹	MODEL NUMBER	MSRP	MAP
Go Go [®] ES 2	S81	\$1,499.00	\$969.00
Go Go [®] Ultra X 3-wheel	S39	\$1,469.00	\$1,149.00
Go Go [®] Ultra X 4-wheel	S49	\$1,569.00	\$1,249.00
Go Go Elite Traveller [®] 3-wheel w/ 12AH	SC40E	\$1,599.00	\$1,199.00
Go Go Elite Traveller [®] 4-wheel w/ 12AH	SC44E	\$1,689.00	\$1,279.00
Go Go Elite Traveller [®] 3-wheel w/ 18AH	SC40E - 18AH	\$1,774.00	\$1,374.00
Go Go Elite Traveller [®] 4-wheel w/ 18AH	SC44E - 18AH	\$1,864.00	\$1,454.00
Go Go [®] LX w/CTS Suspension 3-wheel w/ 12AH	S50LX	\$1,929.00	\$1,399.00
Go Go [®] Sport 3-wheel	S73	\$2,039.00	\$1,549.00
Go Go [®] Sport 4-wheel	S74	\$2,189.00	\$1,649.00
Go Go [®] Endurance Li 4-wheel w/ 8AH Lithium	S54XLIT	\$2,089.00	\$1,599.00
Go Go [®] Endurance Li MAXX 4-wheel w/ 16AH Lithium	S54XLIT - 16AH	\$2,284.00	\$1,793.00
i-Go [™]	SC20	\$3,649.00	\$2,439.00

Pride [®] Scooters			
	Model NUMBER	MSRP	MAP
BAJA [®] Bandit w/ 20AH Lithium ¹	BA140 - 20 AH Lithium	\$3,999.00	\$3,059.00
BAJA [®] Bandit w/ 40AH Lithium ¹	BA140 - 40 AH Lithium	\$4,799.00	\$3,689.00
REVO [®] SERIES ¹	Model NUMBER	MSRP	MAP
Revo [®] 2.0 3-wheel	S66	\$2,659.00	\$1,909.00
Revo [®] 2.0 4-wheel	S67	\$2,719.00	\$1,949.00
VICTORY [®] SERIES ¹	Model NUMBER	MSRP	MAP
Victory [®] 10 3-wheel w/U-1	SC610	\$2,899.00	\$2,089.00
Victory [®] 10 4-wheel w/U-1	SC710	\$3,079.00	\$2,189.00
Victory [®] 10 3-wheel w/40AH	SC610 40AH	\$3,249.00	\$2,264.00
Victory [®] 10 4-wheel w/40AH	SC710 40AH	\$3,429.00	\$2,364.00
Victory [®] LX Sport	S710LXW	\$3,679.00	\$2,639.00
Victory [®] 9 3-wheel	SC609	\$2,539.00	\$1,819.00
Victory [®] 9 4-wheel	SC709	\$2,679.00	\$1,919.00
Victory [®] 10.2 3-wheel w/U-1	S6102	\$3,139.00	\$2,249.00
Victory [®] 10.2 3-wheel w/40AH	S6102 40AH	\$3,489.00	\$2,424.00
ZERO TURN SERIES ¹	Model NUMBER	MSRP	MAP
Zero Turn 8	JazzyZTS	\$2,779.00	\$1,939.00
Zero Turn 10	S710ZT	\$4,109.00	\$2,929.00
MAXIMA SERIES ¹	Model NUMBER	MSRP	MAP
Maxima 3-wheel	SC901	\$4,379.00	\$3,069.00
Maxima 3-wheel w/ Power Elevating Seat	SC901 PES	\$5,479.00	\$3,899.00
Maxima 4-wheel	SC941	\$4,769.00	\$3,329.00
Maxima 4-wheel w/ Power Elevating Seat	SC941 PES	\$5,869.00	\$4,159.00
PMV SERIES	Model NUMBER	MSRP	MAP
BAJA [®] Wrangler [®] 2	BA400	\$7,449.00	\$5,349.00
BAJA [®] Raptor 2 4w	BA340	\$4,729.00	\$3,699.00
BAJA [®] Raptor 2 3w	BA300	\$3,799.00	\$3,059.00
Pursuit 2 w/ 50AH Lithium	SC7132 - 50 AH Lithium	\$4,599.00	\$3,609.00
Pursuit 2 w/ 100AH Lithium	SC7132 - 100 AH Lithium	\$5,299.00	\$4,129.00
PX4	SC134	\$6,599.00	\$4,999.00

NOT YET LAUNCHED*			
Product	MODEL NUMBER	MSRP	MAP
Go Go Elite Traveller [®] 2 4-wheel w/ 12AH	SC442E w/ 12AH	\$1,759.00	\$1,349.00
Go Go Elite Traveller [®] 2 4-wheel w/ 18AH	SC442E w/ 18AH	\$1,934.00	\$1,524.00
*Cannot be advertised until official notice is provided.			

Discontinued- Removed from MAP Pricing Parameters. MAP Policy Still Applies.			
Jazzy [®] Passport w/ Travel Lithium Battery		\$3,119.00	\$2,339.00
Jazzy [®] Passport w/ 18 AH Lithium Battery		\$3,159.00	\$2,359.00
Lithium Travel Battery for Jazzy [®] Passport		\$649.00	\$549.00
18 AH Lithium Battery for Jazzy [®] Passport		\$699.00	\$599.00

Jazzy [®] Power Chairs		
JAZZY [®] 1	MSRP	MAP
Jazzy [®] Elite 14	\$5,359.00	\$3,769.00
Jazzy [®] 600 ES	\$5,359.00	\$3,739.00
Jazzy Select [®]	\$5,359.00	\$3,779.00
Jazzy [®] EVO 613 - SLA	\$5,359.00	\$3,759.00
Jazzy [®] EVO 613 Li	\$5,359.00	\$4,199.00
Jazzy [®] Elite ES	\$5,359.00	\$3,839.00
Jazzy [®] EVO 614	\$5,359.00	\$3,769.00
Jazzy [®] Elite HD	\$5,549.00	\$3,909.00
Jazzy [®] EVO 614HD	\$5,549.00	\$3,949.00
Jazzy [®] 1450	\$6,729.00	\$4,689.00
Jazzy Air [®] 2	\$7,299.00	\$4,259.00
Jazzy Air [®] 2 w/40AH	\$7,649.00	\$4,569.00
Go Chair [®] MED	\$3,659.00	\$2,659.00
Go Chair [®]	\$2,429.00	\$1,699.00
Jazzy [®] Carbon	\$3,499.00	\$2,539.00

Stealth [®] Cushions*	MSRP	MAP
Simplicity G 10 [™] -20 [™] W	\$122.00	\$89.00
*Available on most Jazzy [®] Powerchairs except Go Chair [®] and Go Chair [®] MED		

ACCESSORIES & UPGRADE OPTIONS	MSRP	MAP
Pride [®] 2.1A XLR USB Charger	\$42.99	\$31.99
Lithium Travel Battery for i-Go [™]	\$649.00	\$549.00
12 AH Lithium Battery for Jazzy [®] Carbon	\$546.00	\$469.00
Heat & Massage	\$180.00	\$139.00
Lexis Urethane Chestnut (LC-105 Only)	\$70.00	\$59.00
Sta-kleen [®] Fabrics	\$150.00	\$119.00
Crypton [®] Aria Fabrics	\$250.00	\$199.00
Ultraleather [®] Fabrics	\$630.00	\$479.00
Lithium Battery Backup - Pride [®] Power Lift Recliners**	\$110.00	\$89.00