

MSRP and Manufacturer Advertised Price (MAP)

Effective June 22, 2020

(Pricing / Product changes labeled in RED)



Power Lift Recliners

VivaLift®	MSRP	MAP
Atlas PLR-985M	\$1,999.00	\$1,399.00
Tranquil PLR-935PW	\$1,729.00	\$1,209.00
Tranquil PLR-935S	\$1,689.00	\$1,179.00
Tranquil PLR-935M	\$1,699.00	\$1,199.00
Tranquil PLR-935LT	\$1,749.00	\$1,219.00
Escape PLR-990IM	\$2,219.00	\$1,549.00
Escape PLR-990IL	\$2,329.00	\$1,629.00
Legacy PLR-958M	\$1,629.00	\$1,129.00
Legacy PLR-958L	\$1,749.00	\$1,229.00
Elegance PLR-975M	\$1,699.00	\$1,199.00
Elegance PLR-975L	\$1,849.00	\$1,299.00
Urbana PLR-965M	\$1,699.00	\$1,199.00
Metro PLR-925M	\$1,599.00	\$999.00
Oasis Collection	MSRP	MAP
LC-580iM	\$2,289.00	\$1,599.00
LC-580iL	\$2,359.00	\$1,649.00
Infinity Collection	MSRP	MAP
LC-525iPW	\$1,819.00	\$1,269.00
LC-525iM	\$1,789.00	\$1,249.00
LC-525iS	\$1,749.00	\$1,219.00
LC-525iL	\$1,819.00	\$1,269.00
Heritage Collection	MSRP	MAP
LC-358PW	\$1,399.00	\$999.00
LC-358S	\$1,349.00	\$969.00
LC-358M	\$1,349.00	\$979.00
LC-358L	\$1,399.00	\$999.00
LC-358XL	\$1,849.00	\$1,349.00
LC-358XXL	\$2,149.00	\$1,499.00
Essential Collection	MSRP	MAP
LC-250	\$1,149.00	\$799.00
LC-105	\$899.00	\$629.00

Labor Contracts		
Description	MSRP	MAP
Power Lift Recliner, 2 Year Labor Contract	\$182.00	\$179.00
Scooter, 2 Year Labor Contract	\$280.00	\$269.00
Travel Vehicle, 2 Year Labor Contract	\$175.00	\$169.00
Standard Power, 2 Year Labor Contract	\$280.00	\$269.00

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, Travel & Standard Power Products ONLY Not applicable for drop ship orders***		

Travel Mobility

Go-Go® SERIES	MODEL NUMBER	MSRP	MAP
Go-Go® ES 2	SC81	\$1,199.00	\$749.00
Go-Go® Ultra X 3-wheel	SC40X	\$1,259.00	\$879.00
Go-Go® Ultra X 4-wheel	SC44X	\$1,399.00	\$979.00
Go-Go® Elite Traveller® 3-wheel w/ 12AH	SC40E	\$1,389.00	\$969.00
Go-Go® Elite Traveller® 4-wheel w/ 12AH	SC44E	\$1,489.00	\$1,039.00
Go-Go® Elite Traveller® 3-wheel w/ 18AH	SC40E - 18AH	\$1,529.00	\$1,069.00
Go-Go® Elite Traveller® 4-wheel w/ 18AH	SC44E - 18AH	\$1,669.00	\$1,169.00
Go-Go® Elite Traveller® Plus 3-wheel	SC53	\$1,689.00	\$1,179.00
Go-Go® Elite Traveller® Plus 4-wheel	SC54	\$1,829.00	\$1,279.00
Go-Go® LX w/CTS Suspension 3-wheel w/ 12AH	SC50LX	\$1,729.00	\$1,209.00
Go-Go® LX w/CTS Suspension 4-wheel w/ 12AH	SC54LX	\$1,869.00	\$1,309.00
Go-Go® Sport 3-wheel	S73	\$1,829.00	\$1,279.00
Go-Go® Sport 4-wheel	S74	\$1,969.00	\$1,379.00
Go-Go® Folding Scooter w/SLA batteries	S19WH1001	\$2,499.00	\$1,749.00
Go-Go® Folding Scooter w/Lithium batteries	S19WH1002	\$2,949.00	\$2,059.00
iRIDE™	S25	\$1,499.00	\$1,199.00

Pride® Scooters

REVO SERIES	Model NUMBER	MSRP	MAP
Revo™ 2.0 3-wheel	S66	\$2,419.00	\$1,689.00
Revo™ 2.0 4-wheel	S67	\$2,489.00	\$1,739.00
VICTORY SERIES	Model NUMBER	MSRP	MAP
Victory® 10 3-wheel w/U-1	SC610	\$2,669.00	\$1,869.00
Victory® 10 4-wheel w/U-1	SC710	\$2,819.00	\$1,969.00
Victory® 10 3-wheel w/40AH	SC610 40AH	\$2,969.00	\$2,079.00
Victory® 10 4-wheel w/40AH	SC710 40AH	\$3,119.00	\$2,179.00
Victory® 10 LX with CTS Suspension	S710LX	\$2,899.00	\$1,979.00
Victory® LX Sport	S710LXW	\$3,359.00	\$2,349.00
Victory® 9 3-wheel	SC609	\$2,259.00	\$1,579.00
Victory® 9 4-wheel	SC709	\$2,419.00	\$1,689.00
Victory® 10 2.0 3-wheel w/U-1	SC6102	\$2,859.00	\$1,999.00
Victory® 10 2.0 4-wheel w/U-1	SC7102	\$2,959.00	\$2,069.00
Victory® 10 2.0 3-wheel w/40AH	SC6102 40AH	\$3,159.00	\$2,209.00
Victory® 10 2.0 4-wheel w/40AH	SC7102 40AH	\$3,259.00	\$2,279.00
ZT SERIES	Model NUMBER	MSRP	MAP
Jazzy® Zero Turn (Zero Turn 8)	JazzyZTS	\$2,499.00	\$1,699.00
ZT10 (Zero Turn 10)	S710ZT	\$3,699.00	\$2,599.00
POV SERIES	Model NUMBER	MSRP	MAP
Maxima 3-wheel	SC900	\$4,099.00	\$2,829.00
Maxima 3-wheel w/ Power Elevating Seat	SC900 PES	\$5,199.00	\$3,649.00
Maxima 4-wheel	SC940	\$4,499.00	\$3,099.00
PMV AND PURSUIT SERIES	Model NUMBER	MSRP	MAP
Raptor	R3-1700	\$3,299.00	\$2,149.00
Wrangler	MV600	\$6,999.00	\$4,999.00

Jazzy® Power Chairs

JAZZY®	MSRP	MAP
Jazzy® Elite 14	\$5,099.00	\$3,529.00
Jazzy® 600 ES	\$5,099.00	\$3,529.00
Jazzy® Select	\$5,099.00	\$3,529.00
Jazzy® Select 6 2.0	\$5,099.00	\$3,529.00
Jazzy® Select 6	\$5,099.00	\$3,529.00
Jazzy® Select 6 2.0 w/ Power Elevating Seat	\$6,699.00	\$4,699.00
Jazzy® Select 6 w/ Power Elevating Seat	\$6,699.00	\$4,699.00
Jazzy® Elite ES	\$5,099.00	\$3,529.00
Jazzy® Elite ES-1	\$5,099.00	\$3,529.00
Jazzy® Elite ES Portable	\$5,099.00	\$3,529.00
Jazzy® Elite HD	\$5,299.00	\$3,699.00
Jazzy® 614 HD	\$5,299.00	\$3,699.00
Jazzy® 1450	\$6,499.00	\$4,499.00
Jazzy Air® 2	\$5,799.00	\$3,999.00
Jazzy Air® 2 w/40AH	\$6,199.00	\$4,299.00
Go Chair®	\$2,199.00	\$1,499.00
Jazzy® Passport w/ Travel Lithium Battery	\$2,859.00	\$1,979.00
Jazzy® Passport w/ 18 AH Lithium Battery	\$2,899.00	\$1,999.00

Stealth Cushions *	MSRP	MAP
Simplicity G 10"-20"W	\$110.00	\$79.00
Simplicity G 22"-24"W	\$165.00	\$129.00
Solution SPP 10"-20"W	\$375.00	\$299.00
Solution SPP 22"-24"W	\$430.00	\$349.00
Spectrum Foam SPP 16"-20"W	\$460.00	\$369.00
Spectrum Foam SPP 22"-24"W	\$530.00	\$429.00
Spectrum Gel SPP 14"-20"W	\$460.00	\$369.00
Spectrum Gel SPP 22"-24"W	\$530.00	\$429.00
Spectrum Foam SPP 26">	\$590.00	\$479.00
TruComfort 2 SPP 16"-20"W	\$400.00	\$329.00
TruComfort 2 SPP 22"W>	\$500.00	\$399.00
Premiere P 18W>	\$375.00	\$299.00
Premiere P 22W>	\$475.00	\$389.00
Glacial SP 18W>	\$330.00	\$269.00
Glacial SP 22W>	\$440.00	\$359.00
Zen SP 18W>	\$315.00	\$259.00
Zen SP 22W>	\$425.00	\$349.00
ESSENCE	\$400.00	\$319.00
ESSENCE- S WEDGE	\$435.00	\$349.00
ESSENCE- M WEDGE	\$465.00	\$369.00
ESSENCE- L WEDGE	\$495.00	\$399.00
ESSENCE 22W >	\$500.00	\$399.00
ESSENCE 22W > S WEDGE	\$535.00	\$429.00
ESSENCE 22W > M WEDGE	\$565.00	\$449.00
ESSENCE 22W > L WEDGE	\$595.00	\$479.00
*Available on all Jazzy Powerchairs except Jazzy Passport and Go Chair		

ACCESSORIES & UPGRADE OPTIONS	MSRP	MAP
Pride® XLR USB Charger	\$38.00	\$29.00
Lithium Travel Battery for Jazzy® Passport	\$649.00	\$549.00
18 AH Lithium Battery for Jazzy® Passport	\$699.00	\$599.00
Heat & Massage	\$180.00	\$139.00
Deluxe Heat & Massage	\$330.00	\$249.00
Lexis Sta-Kleen® Fabrics	\$150.00	\$119.00
Crypton Aria® Fabrics	\$250.00	\$199.00
Ultraleather™ UltraFabrics	\$630.00	\$479.00
First Up® Technology	\$59.00	\$49.00
Wireless Remote Hand Control	\$89.00	\$69.00