

MSRP and Manufacturer Advertised Price (MAP)
Effective October 1, 2021
(Pricing / Product changes labeled in RED)



Power Lift Recliners		
VivaLift®¹	MSRP	MAP
Atlas PLR-985M	\$2,179.00	\$1,589.00
Radiance PLR-3955PW	\$2,249.00	\$1,629.00
Radiance PLR-3955S	\$2,239.00	\$1,609.00
Radiance PLR-3955M	\$2,249.00	\$1,629.00
Radiance PLR-3955LT	\$2,279.00	\$1,649.00
Tranquil PLR-935PW	\$1,889.00	\$1,399.00
Tranquil PLR-935S	\$1,849.00	\$1,359.00
Tranquil PLR-935M	\$1,859.00	\$1,389.00
Tranquil PLR-935LT	\$1,909.00	\$1,399.00
Escape PLR-990IM	\$2,379.00	\$1,739.00
Escape PLR-990IL	\$2,489.00	\$1,819.00
Legacy PLR-958M	\$1,789.00	\$1,309.00
Legacy PLR-958L	\$1,909.00	\$1,409.00
Elegance PLR-975M	\$1,859.00	\$1,389.00
Elegance PLR-975L	\$2,009.00	\$1,489.00
Urbana PLR-965M	\$1,859.00	\$1,389.00
Metro PLR-925M	\$1,759.00	\$1,179.00
Oasis Collection**¹	MSRP	MAP
LC-580iM	\$2,449.00	\$1,789.00
LC-580iL	\$2,519.00	\$1,839.00
Infinity Collection**¹	MSRP	MAP
LC-525iPW	\$1,979.00	\$1,459.00
LC-525iM	\$1,949.00	\$1,439.00
LC-525iS	\$1,909.00	\$1,409.00
LC-525iL	\$1,979.00	\$1,459.00
Heritage Collection**¹	MSRP	MAP
LC-358PW	\$1,559.00	\$1,189.00
LC-358S	\$1,509.00	\$1,159.00
LC-358M	\$1,509.00	\$1,169.00
LC-358L	\$1,559.00	\$1,189.00
LC-358XL	\$2,019.00	\$1,549.00
LC-358XXL	\$2,309.00	\$1,689.00
Essential Collection¹	MSRP	MAP
LC-250	\$1,279.00	\$949.00
LC-105	\$1,009.00	\$759.00

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
PMV, 2 Year Labor Contract	\$280.00	\$269.00
Travel Mobility, 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, PMV, Travel & Standard Power Products ONLY Not applicable for drop ship orders***		

Travel Mobility			
Go-Go® SERIES¹	MODEL NUMBER	MSRP	MAP
Go-Go® ES 2	S81	\$1,259.00	\$809.00
Go-Go® Ultra X 3-wheel	S39	\$1,349.00	\$969.00
Go-Go® Ultra X 4-wheel	S49	\$1,489.00	\$1,069.00
Go-Go® Elite Traveller® 3-wheel w/ 12AH	SC40E	\$1,469.00	\$1,049.00
Go-Go® Elite Traveller® 4-wheel w/ 12AH	SC44E	\$1,569.00	\$1,119.00
Go-Go® Elite Traveller® 3-wheel w/ 18AH	SC40E - 18AH	\$1,619.00	\$1,159.00
Go-Go® Elite Traveller® 4-wheel w/ 18AH	SC44E - 18AH	\$1,759.00	\$1,259.00
Go-Go® Elite Traveller® Plus 3-wheel	SC53	\$1,779.00	\$1,269.00
Go-Go® Elite Traveller® Plus 4-wheel	SC54	\$1,919.00	\$1,369.00
Go-Go® LX w/CTS Suspension 3-wheel w/ 12AH	SC50LX	\$1,809.00	\$1,299.00
Go-Go® LX w/CTS Suspension 4-wheel w/ 12AH	SC54LX	\$1,949.00	\$1,399.00
Go-Go® Sport 3-wheel	S73	\$1,919.00	\$1,369.00
Go-Go® Sport 4-wheel	S74	\$2,059.00	\$1,469.00
Go-Go® Folding Scooter w/SLA batteries	S19 - SLA	\$2,589.00	\$1,869.00
Go-Go® Folding Scooter w/Lithium batteries	S19 - Lithium	\$3,039.00	\$2,179.00
Go-Go® Endurance Li 4-wheel w/ 8AH Lithium	S54LXLIT	\$1,969.00	\$1,429.00
Go-Go® Endurance Li MAXX 4-wheel w/ 16AH Lithium	S54LXLIT - 16AH	\$2,159.00	\$1,619.00
IRIDE™	S25	\$1,549.00	\$1,249.00

Pride® Scooters			
REVO SERIES¹	Model NUMBER	MSRP	MAP
Revo™ 2.0 3-wheel	S66	\$2,509.00	\$1,789.00
Revo™ 2.0 4-wheel	S67	\$2,579.00	\$1,839.00
VICTORY SERIES¹	Model NUMBER	MSRP	MAP
Victory® 10 3-wheel w/U-1	SC610	\$2,769.00	\$1,969.00
Victory® 10 4-wheel w/U-1	SC710	\$2,919.00	\$2,069.00
Victory® 10 3-wheel w/40AH	SC610 40AH	\$3,049.00	\$2,159.00
Victory® 10 4-wheel w/40AH	SC710 40AH	\$3,199.00	\$2,259.00
Victory® LX Sport	S710LXW	\$3,459.00	\$2,469.00
Victory® 9 3-wheel	SC609	\$2,359.00	\$1,679.00
Victory® 9 4-wheel	SC709	\$2,499.00	\$1,769.00
Victory® 10 2.0 3-wheel w/U-1	SC6102	\$2,959.00	\$2,099.00
Victory® 10 2.0 4-wheel w/U-1	SC7102	\$3,059.00	\$2,169.00
Victory® 10 2.0 3-wheel w/40AH	SC6102 40AH	\$3,259.00	\$2,319.00
Victory® 10 2.0 4-wheel w/40AH	SC7102 40AH	\$3,359.00	\$2,379.00
ZERO TURN SERIES¹	Model NUMBER	MSRP	MAP
Zero Turn 8	JazzyZTS	\$2,579.00	\$1,779.00
Zero Turn 10	S7102T	\$3,789.00	\$2,689.00
MAXIMA SERIES¹	Model NUMBER	MSRP	MAP
Maxima 3-wheel	SC901	\$4,199.00	\$2,929.00
Maxima 3-wheel w/ Power Elevating Seat	SC901 PES	\$5,299.00	\$3,749.00
Maxima 4-wheel	SC941	\$4,599.00	\$3,199.00
Maxima 4-wheel w/ Power Elevating Seat	SC941 PES	\$5,699.00	\$4,019.00
PMV SERIES	Model NUMBER	MSRP	MAP
Raptor	R3-1700	\$3,449.00	\$2,349.00
Wrangler	MV600	\$7,089.00	\$5,089.00

NOT YET LAUNCHED*			
Product	MODEL NUMBER	MSRP	MAP
*Cannot be advertised until official notice is provided.			

Jazzy® Power Chairs		
JAZZY®¹	MSRP	MAP
Jazzy® Elite 14	\$5,099.00	\$3,569.00
Jazzy® 600 ES	\$5,099.00	\$3,569.00
Jazzy® Select	\$5,099.00	\$3,569.00
Jazzy® Select 6 w/ Power Elevating Seat	\$6,699.00	\$4,739.00
Jazzy® EVO 613 - SLA	\$5,099.00	\$3,569.00
Jazzy® EVO 613 Li	\$5,549.00	\$4,019.00
Jazzy® Elite ES	\$5,099.00	\$3,569.00
Jazzy® Elite ES-1	\$5,099.00	\$3,569.00
Jazzy® Elite ES Portable	\$5,099.00	\$3,569.00
Jazzy® Elite HD	\$5,299.00	\$3,739.00
Jazzy® 614 HD	\$5,299.00	\$3,729.00
Jazzy® 1450	\$6,499.00	\$4,539.00
Jazzy Air®2	\$5,829.00	\$4,069.00
Jazzy Air®2 w/40AH	\$6,229.00	\$4,369.00
Go Chair® MED	\$3,489.00	\$2,539.00
Go Chair®	\$2,249.00	\$1,549.00
Jazzy® Passport w/ Travel Lithium Battery	\$2,879.00	\$2,139.00
Jazzy® Passport w/ 18 AH Lithium Battery	\$2,919.00	\$2,159.00

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® 2.1A XLR USB Charger	\$42.99	\$31.99
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
Lithium Battery Backup - Pride® Power Lift Recliners**	\$110.00	\$89.00

¹FDA Class II Medical Device. Pride® FDA Class II Medical Devices are designed to aid individuals with mobility impairments.