

Minimum Advertised Price Program

There seems to be a lot of interest these days among business people in MAP (Minimum Advertised Price) programs. The resurgence in interest has much to do with the rise of Internet discounters. MAP is a supplier's policy that its channel members are not permitted to advertise prices below some specified amount (the minimum advertised price). MAP programs are often incorporated into the supplier's cooperative advertising policy. [Here is a list of PWA Manufacturer Members that have a MAP Policy:](#)

ACCESS BY ACI
 ADVANCED CLUTCH TECHNOLOGY
 ADVANCED FLOW ENGINEERING
 AEM
 AIRAID FILTER COMPANY
 ANDERSEN MANUFACTURING
 ANSA AUTOMOTIVE PARTS
 APSI - FITCH FUEL CATALYST
 ATS DESIGN
 AUTO METER PRODUCTS
 BAER BRAKE SYSTEMS
 BARRY GRANT
 BD DIESEL PERFORMANCE
 BELLTECH / KW AUTOMOTIVE
 BODY ARMOR / TOLAR MFG
 BULLY DOG TECHNOLOGIES
 COMPETITION CAMS
 CORSA PERFORMANCE
 COVERCRAFT INDUSTRIES
 DELTA TECH INDUSTRIES, LLC
 DIABLOSPORT LLC
 DISC BRAKES AUSTRALIA
 DOUG THORLEY HEADERS
 EDGE PRODUCTS
 EMP / STEWART COMPONENTS
 EXEDY GLOBALPARTS CORP.

EXTANG CORPORATION
 FABTECH
 FLEX-A-LITE CORPORATION
 FLITZ INTERNATIONAL
 G-FORCE RACING GEAR
 GIBSON PERF. EXHAUST
 GRANATELLI MOTOR SPORTS
 HASPORT PERFORMANCE
 HAWK PERFORMANCE
 INJEN TECHNOLOGY
 INNOVATE MOTORSPORTS
 IPCW / IN PRO CAR WEAR
 JBA HEADERS
 LLOYD MATS
 MACNEIL AUTOMOTIVE
 MAGNAFLOW PERFORMANCE
 MBRP INC.
 MEZIERE ENTERPRISES
 MSD IGNITION
 OCTAGON AUTOMOTIVE LLC
 OPTIMA BATTERIES
 PERF ACCESS / TRAILMASTER
 PERFORMANCE ANALYSIS
 PERFORMANCE RACING WHSE
 POWER SLOT / POWER PERF
 PREDATOR BY DR. PERF

PRO PARTS LLC
 PROBE RACING COMPONENTS
 RAMSEY WINCH COMPANY
 RANCHO
 READYLIFT
 REVTEK INDUSTRIES
 ROYAL PURPLE MOTOR OIL
 S & B FILTERS
 SCE GASKETS
 SCT, LLC
 SKYJACKER SUSPENSIONS
 SUPERCHIPS
 SUPERLIFT SUSPENSION
 TCS PERFORMANCE PRODUCTS
 TOKICO (USA)
 TRUCK COVERS USA
 TRUE FLOW
 TRUXEDO BY SHUR-CO AUTO.
 UNICHIP OF NORTH AMERICA
 UNORTHODOX RACING
 US SPEEDO
 VHT...PJH BRANDS
 VOLANT COOL AIR INTAKES
 WESTIN AUTOMOTIVE PRODUCTS
 WINDOW CANVAS

Antitrust Ruling May Mean Higher Prices, Fewer Discounts

by David G. Savage and Daniel Yi, Los Angeles Times

Manufacturers can set a minimum price for their products and forbid retailers from offering discounts, the Supreme Court said in a decision that overturned almost a century of antitrust law and could result in higher consumer prices and fewer discounts, especially on the Internet.

But it was good news for manufacturers and full-service retailers, which say they need higher prices to cover the costs of store displays and knowledgeable sales staffs.

In a 5-4 ruling, the court's majority said the long-standing rule against price-fixing, or what lawyers call "resale price maintenance agreements," is outdated and in conflict with modern economics.

Manufacturers compete across brands and they should not be prevented from marketing their products as they choose, the majority said.

"It is a flawed antitrust doctrine," Justice Anthony M. Kennedy said because the rigid rule "requires manu-

facturers to choose second-best options to achieve sound business objectives."

The dissenters said consumers would see higher prices and fewer choices because some discounting might be eliminated.

The rule against price-fixing is familiar to anyone who has looked at the window sticker on a new car. "Manufacturer's suggested retail price" meant auto makers could do no more than suggest what the customers should pay.

Until now, independent dealers have been free to sell for less.

This rule dates to 1911, when the court decided a case involving the Dr. Miles Medical Co. of Indiana and its patented medicine. The company required retail drugists to charge the prices it set for its medicines, but the Supreme Court said such price-fixing violated the free-trade principles set in the Sherman Act of 1890.

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