

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
 BRYNDANA INTERNATIONAL
 BULLY DOG TECHNOLOGIES
 COMPETITION CAMS
 CORSA PERFORMANCE
 COVERCRAFT INDUSTRIES
 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
 LLOYD MATS
 MACNEIL AUTOMOTIVE
 MAGNAFLOW PERFORMANCE
 MBRP INC.
 MEZIERE ENTERPRISES
 MSD IGNITION
 OPTIMA BATTERIES
 PERF ACCESS / TRAILMASTER
 PERFORMANCE ANALYSIS
 PERFORMANCE RACING WHSE
 POP & LOCK CORPORATION
 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
 SYSTEM 1 FILTER PRODUCTS
 TCS PERFORMANCE PRODUCTS
 TOKICO/HITACHI HP
 TRUCK COVERS USA
 TRUE FLOW
 TRUXEDO BY SHUR-CO AUTO.
 UNICHIP OF NORTH AMERICA
 UNORTHODOX RACING
 US SPEEDO
 VEHICLE PERFORMANCE
 VHT...PJH BRANDS
 VOLANT COOL AIR INTAKES
 WESTIN AUTOMOTIVE PRODUCTS
 WINDOW CANVAS



Just a reminder: The PWA Board of Directors approved a STANDARDIZED MAP LOGO to help you and every jobber/retailer identify which parts are supported with a minimum advertised price program in any of your print advertising, catalogs and price sheets. To get a MAP logo, simply go to www.pwa-par.org/advertising/ and download the one you like. PWA is not requiring anyone to have a MAP program or mandating the use of this logo. PWA is simply offering you, the manufacturer, an opportunity to use this logo as an industry standard icon. If you intend to use this logo, please use it as presented. This will be the ICON everyone will look for in your printed material.

WHAT'S NEW?

BULLETIN! PWA NEWSLINE NEWSLETTER ONLINE!

www.pwa-par.org

New features available online include:

- View pages, articles and advertising one page at a time.
- Download articles and share information through e-mail or fax.
- Direct link to advertisers' websites by clicking on their company name.