

## 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  
 AED PERFORMANCE PRODUCTS  
 AEM  
 AIRAID FILTER COMPANY  
 ANDERSEN MANUFACTURING  
 ANSA AUTOMOTIVE PARTS  
 ANSEN ENTERPRISES  
 APSI - FITCH FUEL CATALYST  
 ATS DESIGN  
 AUTO METER PRODUCTS  
 BAER BRAKE SYSTEMS  
 BARRY GRANT INC.  
 BBK PERFORMANCE  
 BD DIESEL PERFORMANCE  
 BELLTECH / KW AUTOMOTIVE  
 BODY ARMOR / TOLAR MFG  
 BORGESON UNIVERSAL  
 BULLY DOG TECHNOLOGIES  
 CGS PERFORMANCE PRODUCTS  
 COMPETITION CAMS  
 COMPETITION CLUTCH  
 CORSA PERFORMANCE  
 COVERCRAFT INDUSTRIES  
 DIABLOSPORT, INC.  
 DIESEL PERFORMANCE PRODUCTS  
 DISC BRAKES AUSTRALIA  
 DOUG THORLEY HEADERS  
 EDGE PRODUCTS  
 EXEDY GLOBALPARTS

EXTANG CORPORATION  
 FABTECH MOTORSPORTS  
 FLEX-A-LITE CONSOLIDATED  
 FLITZ INTERNATIONAL  
 G-FORCE RACING GEAR  
 GIBSON PERFORMANCE EXHAUST  
 GRANATELLI MOTOR SPORTS  
 HAWK PERFORMANCE  
 HUSH MAT  
 HYPERTECH  
 INJEN TECHNOLOGY  
 INNOVATE MOTORSPORTS  
 IPCW / IN PRO CAR WEAR  
 JE PISTONS  
 JONES EXHAUST SYSTEMS  
 MACNEIL AUTOMOTIVE  
 MAGNAFLOW PERFORMANCE  
 MBRP INC.  
 MEZIERE ENTERPRISES  
 MODE AUTO  
 MSD IGNITION  
 OPTIMA BATTERIES  
 P I A A CORPORATION, USA  
 PAGE EDWARDS  
 PERF ACCESS / TRAILMASTER  
 PERFORMANCE ANALYSIS  
 PJ1...PJH BRANDS  
 POP & LOCK CORPORATION  
 POWER SLOT / POWER PERF  
 PRO PARTS LLC  
 PROBE RACING COMPONENTS

PRW  
 QUADZILLA PERFORMANCE TECH.  
 RACEQUIP / SAFE-QUIP  
 RAMSEY WINCH COMPANY  
 RANCHO  
 READYLIFT SUSPENSION  
 REVTEK INDUSTRIES  
 ROYAL PURPLE LTD.  
 S & B FILTERS  
 SCT, LLC  
 SKYJACKER SUSPENSIONS  
 SNOW PERFORMANCE  
 STAMPEDE PRODUCTS  
 STEWART WARNER PERF  
 STS TURBO  
 SUPERCHIPS  
 SUPERLIFT SUSPENSION  
 SURF CITY GARAGE  
 SYSTEM 1 FILTER PRODUCTS  
 TOKICO / HITACHI HP  
 T-REX GRILLES  
 TRUCK COVERS USA  
 TRUE FLOW  
 TRUXEDO  
 US SPEEDO  
 VEHICLE PERFORMANCE SYSTEMS  
 VHT - DUPLICOLOR  
 VIBRANT PERFORMANCE  
 WESTIN AUTOMOTIVE PRODUCTS  
 WINDOW CANVAS



### We Salute Our Troops!

### Custom Jeep Sweepstakes to Benefit Injured Service Personnel

To raise public awareness about our injured service men and women, the Arkansas Crawlers 4x4 Club enlisted assistance from several automotive aftermarket parts specialists. The result is the Warrior Jeep, a custom 2007 JK Wrangler that will be given away in a random drawing on December 1, 2008 (tickets sold through November 16). Sweepstakes tickets are tax-deductible and cost \$25 each. 100% of proceeds from the Warrior Jeep Sweepstakes goes to the non-profit Wounded Warrior Project (WWP), an organization that assists veterans severely wounded while serving our country.

Valued at \$80,000, the Warrior Jeep caught the industry's attention at the 2007 SEMA Show. Major

modifications include a 440 HP 6.1L Hemi and a Chrysler 545RF transmission, swapped in by Burnsville Off-Road using a Hotwire Auto harness. The power train is completed by an Advance Adapters Atlas transfer case, Dynatrac high-pinion axles with Detroit Lockers and Tom Woods driveshafts. The Warrior uses a 4" Superlift Rockrunner suspension system to clear 37" Interco IROKs on 17" x 9" Walker Evans beadlocks. A glut of accessories came courtesy of Mopar Performance, Street & Performance, American Expedition Vehicles, Bushwhacker, Katzkin, Hi-Lift and Powertank. Painter Joey Hutson executed the artistic tribute in DuPont colors. Complete specifications, a sweepstakes entry form and official rules are on the Wounded Warrior Project website at [warriorjeep.org](http://warriorjeep.org).

The bottom line: Help a Hero and Win a Jeep!

Source: Superlift

