

MAP Minimum Advertised Price Program **MAP**

MAP is a suppliers' 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 suppliers cooperative advertising policy. Get your MAP logo at www.pwa-par.org/advertising. **We appreciate the 93 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 SALES & DISTRIBUTION
 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
 HUSHMAT
 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 CORPORATION, USA
 PACE EDWARDS
 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 / DYNOMAX
 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
 TIMBREN INDUSTRIES
 TOKICO / HITACHI HP
 TOTAL COST INVOLVED
 T-REX GRILLES
 TRUCK COVERS USA
 TRUE FLOW
 TRUXEDO
 US SPEEDO
 VEHICLE PERFORMANCE SYSTEMS
 VHT - DUPLICOLOR
 VIBRANT PERFORMANCE
 WESTIN AUTOMOTIVE PRODUCTS
 WINDOW CANVAS

Do-It-Yourself Could Help Specialty Equipment Sales

Nearly two-thirds (62%) of U.S. consumers are washing their own car to save money - or having someone in their household do it - and 33% are doing the detailing themselves, according to a recent survey commissioned by 3M Car Care.

Commodity price increases are causing lifestyles to change. The price of food was up 6% for the first quarter of 2008. In only three months, food has surpassed the average total increase per year for goods and services. This is causing Americans to feel the strain to perform basic maintenance on their own vehicles.

This "reconnect" that the average consumer is having with their vehicle could be an opportunity to advertise personalization. This accounted for 57.5% of the specialty equipment retail sales in 2006.

More time spent working on a vehicle can lead to consumers and enthusiasts thinking about how they want their vehicle to feel. This could indicate that mass consumers are accounting for more specialty equipment purchases.

Source: 3M: Car Care Division: March 2008

Used and New Trucks Making a Comeback

According to CNW Research, the first 15 days of September have shown a continuing decline in the days' supply of used trucks on franchised and independent used car lots. Used truck inventories on car lots reached a high of 88.64 days in July. In the first two weeks of September, that period has dropped to 75.34 days.

It may not seem like a big deal and some will think it's only because the car dealers are just not taking trucks as trade-ins. But for dealers, it has become a difficult problem balancing between car-to-truck inventories. CNW reports that used vehicle floor traffic is miserable, but a growing number of shoppers are heading for 4WD SUVs and F-250/F-350 equivalent pickups.

This is good news for the light truck side of the specialty equipment industry, as any increase in vehicle sales provides opportunities for consumers to customize that vehicle that is new to them. According to AutoTrader.com, consumers have increased their level of online searches for certain trucks. The Ford F-150 showed signs of improvement, however, with an increase of 18.45% in searches.

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