

Unilateral UPP Policy

Unilateral Price Policy!

PWA has for some time listed the manufacturers with MAP Policies in place, but now we are asking the question.

"Who has a Unilateral Policy?"

A Unilateral Policy enables a manufacturer to influence the price at which its distributors and dealers resell its products to consumers without agreeing with resellers on price and thereby illegally price fixing.

The 'Colgate Policy', or "Unilateral Minimum Retail Price Policy" is a form of Resale price maintenance within the United States based upon the Supreme Court's ruling in U. S. v. Colgate & Co. , 250 U.S. 300 (1919).

Starting with this Newsletter, PWA will list all of the manufacturers who have implemented a Unilateral Policy. Make sure your company is listed.

The following Manufacturers have a Unilateral Price Policy:

ACC PERFORMANCE
 ADVANCED FLOW ENGINEERING
 AEM
 BARRY GRANT INC.
 BULLY DOG TECHNOLOGIES
 CENTERFORCE / MIDWAY INDUSTRIES
 CFMPLUS, LLC
 DISC BRAKES AUSTRALIA
 EDGE PRODUCTS
 ROLL-N-LOCK CORPORATION
 SCT, LLC

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
 AMERICAN AUTO ACCESSORIES
 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
 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
 K & N ENGINEERING
 MACNEIL AUTOMOTIVE
 MAGNAFLOW PERFORMANCE
 MBRP INC.
 MEZIERE ENTERPRISES
 MOTOR CITY AUTOMOTIVE PRODUCTS
 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

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 PERFORMANCE
 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
 VEHICLE PERFORMANCE SYSTEMS
 VHT - DUPLICOLOR
 VIBRANT PERFORMANCE
 VOLANT COOL AIR INTAKES
 WESTIN AUTOMOTIVE PRODUCTS
 WINDOW CANVAS