

REID RACING, INC.
1917 Oak Park Blvd.
Pleasant Hill, CA 94523
(925) 935-3025 • Fax (925) 935-2287
www.reidracinq.biz race.mail@reidracinq.biz

OFFICE USE ONLY

APPROVED BY: _____
DATE: _____
NEW CUSTOMER # _____
TERMS: _____
LEVEL: _____

DEALERSHIP APPLICATION

- Transmission Product Line
- Off-Road Product Line

PLEASE PRINT

DATE: _____

COMPANY NAME: _____

BILLING ADDRESS: _____ _____ _____ _____ PHONE #: _____ FAX #: _____
--

SHIPPING ADDRESS: _____ _____ _____ _____ PHONE #: _____ FAX #: _____

E-MAIL ADDRESS: _____ WEBSITE ADDRESS: _____
 CONTACT'S NAME: _____ HOME PHONE #: _____
 OWNER'S NAME: _____ HOME PHONE #: _____
 HOME ADDRESS: _____

NOTE: Corporations and partnerships, please supply principal names and addresses on a separate page if necessary.

TYPE OF BUSINESS: Performance Parts Retail Engine Shop Axle Bldr Chassis Builder
 Warehouse Distributor Transmission Bldr Off Road Parts Retail Other (_____)

If Warehouse Distributor, how many wholesale accounts do you service?: _____

Do you ship daily?: _____

Resale tax license #: _____ Business license #: _____

How long have you been in business?: _____ years. New Business? Opening Date: _____

Estimated annual sales: _____

CUSTOMER BASE: Drag Race Oval Track Marine Off Road Road Race
 Street Rock Crawling Mud Trucks Sand Drags Other (Please specify: _____)

Please list the manufacturers for whom you are currently a distributor:

_____	_____
_____	_____
_____	_____

continued. . .

REID RACING, INC.
DEALERSHIP APPLICATION (continued)

Please list the product lines that you purchase from warehouse distributors:

Are you currently purchasing REID RACING products? _____

If yes, from whom you purchase them? _____

Where did you find out about REID RACING products? _____

Do you: Race? _____ Own race cars? _____ Sponsor race cars? _____

What type? _____ Sponsor racing events? _____ Provide trackside service? _____

If yes, what tracks do you service regularly?:

Do you advertise locally? _____ How often? _____

Nationally? _____ How often? _____

In what publications? _____

Do you mail out advertisements, a catalog and / or a newsletter? _____ How often? _____

If yes, may we see a copy?

Reid Racing, Inc. has established a unilateral minimum advertised pricing (MAP) policy for all products. By applying to become a distributor, the applicant agrees to adhere to this policy.

NAME _____ TITLE _____

SIGNATURE _____

OWNER / OFFICER _____ TITLE _____

SIGNATURE _____

In addition to the information requested on the application, please submit as many of the following as possible:

- Copy of tax / business license
- Business Card
- Copy of a recent advertisement
- Copy of phone book / yellow page listing
- Company stationery w/ letterhead
- Photograph of business location

REID RACING, INC.
DEALERSHIP APPLICATION

COMPANY CHECK APPLICATION

BUSINESS NAME: _____

A/P Contact Person: _____ Phone #: (____) _____

BUSINESS TYPE: Sole Proprietorship** Partnership** Corporation

**please fill out owner's social security number if this box is checked

OWNER'S SOCIAL SECURITY NUMBER _____

TYPE OF ACCOUNT DESIRED: COD, Cashier's Chk/Money Order NET 15 CREDIT CARD

BANK REFERENCE

NAME: _____ ACCOUNT NUMBER: _____
 SAVINGS CHECKING

ADDRESS: _____ CITY / STATE: _____

PHONE: (____) _____ BANK OFFICER: _____

TRADE REFERENCES (Please fill out completely)

Name: _____ Phone: (____) _____
 Fax: (____) _____

Address: _____

Name: _____ Phone: (____) _____
 Fax: (____) _____

Address: _____

Name: _____ Phone: (____) _____
 Fax: (____) _____

Address: _____

Sales tax exempt? YES NO Purchase order required? YES NO

Resale tax number: _____

SUBMITTED BY: _____

TITLE: _____ *DATE:* _____

I authorize Reid Racing, Inc. to obtain such information as they may require concerning the statements made in this application. I hereby certify that all statements in this application are true and complete and are made for the purpose of obtaining credit or check approval.



Minimum Advertising Price Policy

Revised September 2010

REID RACING, Inc. has adopted a unilateral Minimum Advertised Pricing (MAP) policy for all *REID RACING* branded products. *REID RACING* transmission and off-road equipment are premium brand products with a reputation for performance and quality. *REID RACING* has invested significant resources in product development and marketing to build and maintain this reputation and generate goodwill toward the *REID RACING* brand. *REID RACING* has adopted this policy to prevent price-based advertising that tends to cheapen or degrade the image of *REID RACING* products in the marketplace, and thus erode its goodwill and brand reputation.

All *REID RACING* distributors are required to comply with this policy. *REID RACING* trademarks and intellectual property may only be used as specified in this policy, and only by *REID RACING* Authorized Distributors. *REID RACING* intellectual property includes the *REID RACING* name, trademarks, logos, images, part numbers, descriptions, advertising copy, drawings, specifications, test results, instructions, vehicle application data, and any other marketing information developed and published by *REID RACING*.

Under this unilateral MAP policy, any consumer or public advertisement of *REID RACING* branded products must not result in a net price that is below the MAP price. *REID RACING* has established a MAP price (which is the LIST PRICE) for each part number. These prices are published by part number via pricing data notifications and are available to direct customers as well as authorized distributors. Net price is defined as the price less the value of any advertised discounts offered by *REID RACING*. Free shipping or installation may be included at the MAP price.

This policy applies to all forms of public or consumer advertising including but not limited to television, radio, print advertising, catalogs, letters, coupons, internet advertising, email solicitations, websites, or online auctions. Advertisements must not indicate that a price lower than MAP is available. It is a violation of this policy if the lowest price displayed to the consumer is shown with a strikethrough or obliteration, or with text indicating that a lower price is available. Internet advertisements or auctions that do not show an actual un-obliterated price must not allow the consumer to click to see the price unless the price shown is at or above MAP price. If the consumer must add the item to a shopping cart to see the advertised price, then the price shown must be at or above MAP price.

In the event that *REID RACING* determines that a distributor has violated this policy, then *REID RACING* will attempt to send a notice of policy violation to the distributor. If the distributor does not take appropriate action to remove the offending material within a period of time defined by *REID RACING*, then *REID RACING* will suspend the distributor and notify the distributor that the distributor is not permitted to purchase *REID RACING* products, until further notice from *REID RACING*. It is the responsibility of each distributor to monitor *REID RACING* price changes and review all advertisements before publication to ensure compliance with this policy.

REID RACING Authorized Distributors are required to promote the use of *REID RACING* products, effectively respond to requests from customers, represent *REID RACING* products in a positive and professional manner, advertise responsibly, use *REID RACING* intellectual property only as authorized, and comply with all *REID RACING* policies. *REID RACING* reserves the right to revoke Authorized Distributor status from a reseller, or discontinue selling *REID RACING* products to any distributor or reseller, for any reason that we determine to be in the best interest of our company.

Questions regarding this policy should be submitted in writing to race.mail@reidracin.biz