



Authorized Reseller
Account Application

Our policy is to consider a discount to any valid automotive aftermarket company including jobbers, repair shops, engine builders, and car builders. In an effort to support our dealers and protect the integrity of our distribution channels, we require that you provide us with verifiable proof that your company is actively and gainfully involved in the automotive aftermarket as part of your everyday business operation. Please supply ALL of the following information, via fax, mail or email, to eliminate any complication in the approval process.

Date \_\_\_\_\_

Co. Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Phone # \_\_\_\_\_ Fax # \_\_\_\_\_

Website \_\_\_\_\_ Do you have a store front? \_\_\_\_\_

Type of Business \_\_\_\_\_ Corporation \_\_\_\_\_ Sole Proprietorship \_\_\_\_\_ Partnership \_\_\_\_\_

How long in business? \_\_\_\_\_ How did you hear about Eddie Motorsports? \_\_\_\_\_

Names & Titles of officers, partners or proprietors

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

Authorized Purchasing Agent(s) \_\_\_\_\_

email \_\_\_\_\_

Product manager(s) \_\_\_\_\_

email \_\_\_\_\_

The following information MUST accompany this application:

- A copy of your company letterhead and business card
A copy of your current sales tax certificate (where applicable) or business license.
A completed and signed resale card (California only)

\*We reserve the right to request further information before establishing a wholesale account

IMPORTANT

One of the following payment methods will be required on ALL orders: C.O.D. cashier's check/money order or credit card (if you would like us to accept your company check for C.O.D.'s, contact us for the appropriate form). I understand my signature below constitutes my agreement to pay for Eddie Motorsports merchandise and services in full as required by the terms listed. I understand that failure to do so will result in the accrual of collection fees. Furthermore, I also agree to adhere to Eddie Motorsports' reseller policies including the MRPP (Minimum Resale Pricing Policy) policy.

Authorized signature \_\_\_\_\_ Date \_\_\_\_\_

Name (print please) \_\_\_\_\_ Title \_\_\_\_\_



## **Eddie Motorsports Authorized Reseller Policies**

1. Eddie Motorsports considers extending a discount on our products to any valid automotive aftermarket company including jobbers, repair shops, engine builders, and car builders. Discounts are given for the sole purpose of aiding businesses in making a profit from the resale and/or installation of our products.
2. In an effort to support our authorized resellers and protect the integrity of our distribution channels, Eddie Motorsports requires you to provide us with verifiable proof that your company is actively and gainfully involved in the automotive aftermarket as part of your everyday business operation.
3. If we determine that a company does not meet the aforementioned criteria, we reserve the right to not recognize them as an Eddie Motorsports authorized reseller and will refuse to extend discounted pricing to the company.
4. Eddie Motorsports requires one of the following methods of payment for ALL orders; C.O.D. cashier's check/money order or authorized company credit card (special payment provisions may be available for acceptance of company checks or NET 30 day accounts. This is determined on a case by case basis and with the proper paperwork and authorization). Failure to pay by these terms will result in the accrual of collection fees.
5. Eddie Motorsports requires the completion of our Authorized Reseller Account Application.
6. As an authorized reseller of Eddie Motorsports products, you are required to adhere to our Minimum Resale Pricing Policy (MRPP). MRPP requires you to sell our products at no less than our Minimum Resale Price. No other discounts from our Minimum Resale Price are allowed including mail-in rebates, discount coupons, gift cards, etc. (we do not consider free shipping or free installation as discounts). Minimum Resale prices are available from us upon request.
7. Under our MRPP, products cannot be sold in combinations or kits at a lower combined price than the total of the individual Eddie Motorsports parts included in the kits.
8. Under our MRPP, Eddie Motorsports products cannot be advertised at a lower price than our Minimum Resale Price.
9. As an authorized reseller of Eddie Motorsports products, you agree to have a solid working knowledge of our products, their operation, and their intended applications.
10. As an authorized reseller of Eddie Motorsports products, companies are required to represent our products to their customers in an honest and ethical manner and refrain from any actions that will damage the reputation and/or integrity of Eddie Motorsports and our products.
11. As an authorized reseller of Eddie Motorsports products, we request that you promptly and effectively respond to questions and concerns regarding our products to the best of your ability and in a timely manner.
12. Eddie Motorsports allows for the authorized use of its Intellectual property solely for the purpose of promoting and reselling Eddie Motorsports products.
13. Unless otherwise notified, Eddie Motorsports' policies shall be effective immediately.
14. At any time and without prior notice, Eddie Motorsports reserves the right to modify any or all of these policies.
15. If you chose not to adhere to any of the above Eddie Motorsports policies, Eddie Motorsports can elect to no longer recognize your company as an authorized reseller of our products and will discontinue selling you product at a discounted price.

Sincerely,  
Eddie Motorsports Management