



Statement of Manufacturers Advertised Pricing Policy

It is the corporate policy of C&R Racing Incorporated not to sell its products to approved C&R Racing Inc. resellers that engage in advertising of prices that are discounted below current C&R Racing Incorporated published MSRP (Manufactures Suggested Retail Price) or that resell to others that engage in such advertising. C&R Racing Inc. considers advertising to mean the posting or publication of pricing in any written or electronic form. It is not our intention to dictate, or even suggest the prices our resellers charge. However, C&R Racing Inc. has a reputation of supplying the highest quality products worldwide, and we will exercise our right not to do business with anyone that would jeopardize that hard earned reputation or image by engaging in such advertising practices. This policy is applied unilaterally to all C&R Racing Inc/ resellers without prejudice or exception.

C&R Racing will allow a show special or a quarterly special of MSRP minus 10%. Show specials will be up to 30 days prior to the show end date but only once every quarter (3 months). Show special ads will be email blast, flyers and dealers website ads and must show expiration date. Long term print ads such as catalogs are not to be included unless they expire in the 30 day show special window. All advertised show or special sale pricing can only be for a maximum of 30 days and within current MSRP minus 10% and must be pre-approved by C&R. This will be strictly enforced.

MAP effective on **1/1/2013** and will remain in effect until future notice. Advertised price shall be at C&R Racing Inc. current (MSRP) pricing. All other terms and policies of the C&R Racing Inc. Terms and Conditions still apply.

Date: _____

Signature: _____

Printed Name: _____

Company Name: _____

Please sign, date and return this document via email to:

C&R Racing Inc.,
6950 Guion Road
Indianapolis, IN 46268
317-293-4110 (fax)
Sales@crracing.com