



## FREQUENTLY ASKED QUESTIONS

### AUTHORIZED DEALER PROGRAM FAQ

#### What is MVP?

MVP is an authorized dealer program and a new pricing policy that establishes minimum resale prices for MSD Performance (MSDP) products (MSD Ignition, Superchips, Edge Products and Racepak).

#### Why is MSD Performance introducing an authorized dealer program?

MSDP is introducing an authorized dealer program and a new pricing policy to maintain the long-term strength of its brands, to make sure that only quality dealers carry the products and to make sure there are sufficient margins for these valuable dealers to continue to support MSD Ignition, Superchips, Edge Products and Racepak products.

#### How do I sign up to become an authorized dealer?

Please visit [www.msdp.mvp.com](http://www.msdp.mvp.com) to sign up or download a form. You can also contact your local sales rep or customer service to request a form. Fax signed forms to 915 856 2118; or

mail to: MVP Officer, MSD Performance, 1490 Henry Brennan Drive, El Paso, TX, 79936.

#### Do I have to sign four authorized dealer agreements?

There is one dealer agreement for all MSDP companies – MSD Ignition, Superchips, Edge Products and Racepak. When signing up, you select the brands you want.

#### If I only sell one or two MSD/Superchips/Edge/Racepak products a year, should I still sign up?

Yes, this way when the time comes, you are already authorized to sell that brand.

#### How will my WD know that I am an authorized dealer?

MSDP is working closely with the WDs to make sure they have a current list of authorized dealers, and violators.

#### How much does this cost?

The program is FREE, MVP is designed to benefit you, the dealer.

### PRICING POLICY FAQ

#### What is the new pricing policy?

The MVP pricing policy establishes minimum resale prices – the price a consumer actually pays - for MSD Ignition, Superchips, Edge Products and Racepak.

#### How does MVP work with MAP?

MVP replaces the MAP programs.

#### How can MVP be violated?

If you sell a MVP product below the MVP pricing – the actual price a consumer pays for the product - you will violate the Policy.

#### What are the Penalties for violating the Policy?

If you violate the Policy, you will no longer be able to purchase that specific brand. For example, if you sell the MSD 6-AL below MVP pricing of \$236.80, you will no longer be able to purchase MSD Ignition products - but you may continue to buy Superchips, Edge Products and Racepak if you are an authorized dealer for those brands as well.

#### How long will I be penalized for?

The penalty for violating the Policy is indefinite.

#### When will the new pricing policy go into effect?

MVP pricing will go into effect April 2007.

#### What is MVP product pricing?

MVP pricing will be the same as MAP pricing. You can find a list of current MVP pricing at [www.msdp.mvp.com](http://www.msdp.mvp.com).

#### Are there any discounts allowed?

The MVP pricing policy allows for free installation, free shipping and free dynamometer testing – these free services are not counted as discounts. All other discounts that bring the price paid for the product below MVP are violations of the policy.

#### What are examples of what I am NOT allowed to do?

Examples of violations include any discount that would bring the net-realized price paid to below the MVP price – examples include offering 10% off the MVP price, a coupon to be used on a future purchase, instant or mail-in rebates, free gas card, etc....

#### Do I sign the pricing policy?

You sign up to be an authorized dealer. You do NOT sign our pricing policy – this is a unilateral policy – meaning we announce it and you passively choose to accept it or not.

#### Is this Legal?

This is legal. U.S. antitrust law states that it is lawful for manufacturers to adopt a policy regarding resale prices and to deal only with resellers that independently choose to follow the policy. Many companies in other industries have already implemented a similar program.

#### How do I get more information?

Please visit [www.msdp.mvp.com](http://www.msdp.mvp.com) or contact your local sales rep or customer service to learn more.

