



1760 Metoyer Ct West Chicago, IL 60191 PH: 847 709-0530 F: 847 290-1451 www.amsperformance.com

Thank you for your interest in becoming an authorized AMS or ALPHA Performance Distributor. In order to become an AMS/ALPHA retailer of any kind we require a storefront and or showroom. Install facilities are recommended but not required for AMS parts but are required for ALPHA parts. AMS and ALPHA Performance Also requires that you are not too geographically close to another AMS dealer. This distance is determined by your area of commerce and is not the same for every dealer. AMS reserves the right to monitor retail pricing structure of our dealers and to adhere to a MAP base pricing policy based on your area.

To become an AMS Performance Retailer please fill out the following yellow fields and **email pictures of your facility to sales@amsperformance.com**. Failing to send pictures will only delay the application process. Your application will be reviewed and a decision will be made as quickly as possible.

Company Name:	
Street Address:	
City:	
State:	
Zip or Postal Code:	
Country:	
Primary Phone:	
Secondary Phone:	
Fax Number:	
Email Address	
Federal Tax number or EIN:	

Authorized Buyers on the account:

1
2
3

Upon account approval you will be contacted by your assigned sales representative and sent a link to our price list. Please keep in mind AMS dealers are set up based on territory. **United States based dealers selling overseas are prohibited from doing so to areas that currently have an AMS distribution network.** Please be sure you are not selling to an area that is already represented as doing so could risk your account status. Thank you for choosing AMS!

Signature of Authorized Rep.	
Printed Name of Authorized Rep.	
Title:	
Date Signed:	



1760 Metoyer Court, West Chicago, IL 60185 P: 847.709.0530 F: 847.290.1451 amsperformance.com

Automotosport, Inc. Credit Card Authorization Form

To begin ordering parts and products from Automotosport, Inc. DBA AMS and ALPHA Performance, simply fill out the form below, and fax or email it along with the dealer application it back to (847) 290-1451 for our records.

Thank you, again, for choosing Automotosport, Inc..

FOR ALL PURCHASES USING CREDIT CARDS

AUTHORIZATION FORM FOR ALL PURCHASES

AMS IS AUTHORIZED TO USE

CREDIT CARD NO. : _____ - _____ - _____ - _____

EXP. DATE : _____ / _____ / _____

SECURITY CODE : _____

BILLING ADDRESS : _____

CITY/ST : _____ / _____

ZIP : _____

PHONE : (_____) _____ - _____ EXT : _____

FAX : (_____) _____ - _____

PREFERRED DEALER CONTACTS

SALES DEPARTMENT : _____

PARTS/SERVICE : _____

INDIVIDUALS AUTHORIZED TO USE CARD

The card listed on the Authorization Form is to be used for payments of all purchases from Automotosport, Inc.. The following individual(s) is/are authorized to make orders for our company with this card.

AUTHORIZED USER 1. : _____

AUTHORIZED USER 2. : _____

SIGNATURE : _____

PRINTED NAME : _____

DATE : _____ / _____ / _____

Signature above serves as affirmation that the above signer is an authorized representative of named dealer, and said signature authorizes dealer to submit purchase orders (PO) to Automotosport, Inc. for immediate delivery of product(s).

NOTE

Please include with this form a copy of the front and back of the credit card that is to be used. Each cardholder needs to submit a completed form and the attachments for purchase orders to be accepted using this credit card. If, at anytime, this authorization is revoked or the credit card is changed, it must be done in writing by the signatory and when the current account balance with Automotosport, Inc. is \$0.

AMS and ALPHA Performance Minimum Advertised Price (MAP) Policy – Effective January 1st 2016

Minimum Advertised Pricing (MAP) is strictly enforced on all AMS and ALPHA performance products. AMS and ALPHA Performance are committed to protecting your profit margins and maintaining the integrity of the product. AMS and ALPHA performance produces some of the best products in the industry. Their quality and position in the market do not require any level of discounting to sell. Doing so is giving away money you could be earning and devaluing the product which makes everyone lose.

MAP pricing is limited to 3% below AMS and ALPHA performance advertised pricing.

Any dealer in violation of the MAP Policy will be placed on the Do Not Sell (DNS) list until violations have been corrected and AMS and ALPHA Performance has approved the account to sell AMS/ALPHA product again. After pricing is resolved, the DNS'd dealer will need to contact AMS Performance at Sales@amsperformance.com Each violation will be weighed in a case by case basis. Repeat offenders will be placed on the DNS list permanently.

MAP Pricing Details:

- Advertising any AMS/ALPHA product below AMS/ALPHA Performance's MAP price is not permitted. 1% below MAP is still below MAP and a violation. This includes in print, on websites, forums, private messages, social media, etc.
- Coupon codes or in-cart discounts on AMS/ALPHA products are not permitted unless during designated brand wide sales approved by AMS and ALPHA Performance.
- Group buys are not permitted unless authorized in advance. All group buys must be submitted for approval to Sales@amsperformance.com
- Discounted services with purchase of AMS/ALPHA product is permitted (installation, Tuning etc.)
- Free shipping on AMS/ALPHA product is permitted.
- MAP Pricing outside of the United States should reflect the current exchange rate and any included duties/taxes/etc.
- While not a MAP based rule selling to areas where an AMS or ALPHA dealer currently operates is forbidden. Our Dealer locators on AMSperformance.com and ALPHAperformance.com are great tools to research if you are selling to a potential area of concern. When in doubt...ask us. This rule is particularly critical when exporting a part outside the US to a different country. These violations have a zero tolerance policy so please do your homework before selling outside the US.

Any MAP violations should be reported to Sales@amsperformance.com . AMS and ALPHA Performance will not discuss MAP violations with other customers, but a DNS list will be emailed to all dealers and available at any time by contacting us at Sales@amsperformance.com

Any AMS or ALPHA performance Wholesale Distributor who sells to a dealer after being placed on the DNS list is in violation of the MAP policy as well, and can potentially be removed from the Dealer Network.