



Your Largest Single Source for Aftermarket Mopar Parts

699 West Liberty Street • Medina, OH 44256 • Phone (330) 725-3990 • Fax (330) 723-4012

DISTRIBUTOR BUY-IN

A buy-in amount of \$15,000 required. As a Distributor, your organization will enjoy discounted pricing from B/E&A. Your organization will be required to inventory a complete and thorough offering, promote the brand, and maintain annual purchase orders of at least \$15,000 in addition to the buy-in requirement. The initial order must be paid in full prior to shipment.

DISTRIBUTOR AVAILABILITY

There are a limited number of Distributor opportunities available. Opportunities are based on regional territories and the sole discretion of B/E&A.

DISTRIBUTOR REQUIREMENTS

The following is an abbreviated list of the B/E&A Distributor requirements.

Distributor Application

Any company wishing to act as a B/E&A distributor must complete the B/E&A Distributor Application. The entire application should take about 10 minutes to fill out. Additionally you will be required to mail, email or fax the following:

- Copy of your "Certificate of Resale"
- Sample of your company letterhead
- Sample of your business card
- Copies of your flyers, brochures, and or advertisements.

Once we have your information we will contact you with approval, explain the pricing structure and answer any questions.

Minimum Advertised Price (MAP) Policy

To promote fair competition and to reduce price-wars between B/E&A distributors, all distributors are required to abide by B/E&A's Minimum Advertising Price (MAP) Policy covering all our products. This policy applies to all U.S distributors.

B/E&A Restoration Parts Logo Placement

The B/E&A logo must be prominently displayed on your home page. With so many unauthorized sites appearing on the web, this logo placement will lend credibility to your site. Most sites will utilize the logo placement with the wording: "Company ABC is an authorized distributor for B/E&A products." Any unauthorized use of the B/E&A logo will be ceased through proper legal channels. A link to B/E&A website is not required.

Distributor Parts Logo Placement

B/E&A will prominently display each distributor's logo and a link to your web address on the B/E&A website.

Revised: July 2006