



Phone: +1 855 965-8800
Fax: 469-405-3000
Email: info@1120distributing.com

Unilateral Policies

Dear Dealer,

In the competitive market of the performance automotive industry many manufacturers are choosing to adopt unilateral policies. These are legal binding agreements between the manufacturer and reseller that the reseller agrees to adhere to strict price guidelines and activities to help maintain the price integrity and image of the product line. Some require signing an agreement where others have no written agreement other than you carry the product you agree to the terms. Attached is a compilation of these agreements and the actual Supreme Court ruling on the legality of a unilateral policy. It is the same way Bose, Harley Davidson, and others have kept their pricing and competitive dealer network in check.

1120 Distributing adheres to these policies and does not encourage or condone violation of these policies. In the event of violation of a unilateral policy 1120 Distributing will do anything possible for the violator to regain good standing with the vendor but will take whichever action needed to please the vendor due to an offense. We strive to keep all policies and pricing known to our dealer network via email, our website, and faxes but it is ultimately the responsibility of the dealer to use the given information and act accordingly. Please make sure you receive and use the information we dispense weekly. Your sales representative can make sure you are on the appropriate distribution list.

The unilateral programs are a great step to ensure all parties in the channel are profitable and is for you, the dealers, benefit in doing so. If you have any concerns or questions on who has a unilateral policy or what is required of you please visit our Vendor Policies section of our website or contact our sales department.

Thank You
1120 Distributing