



June 26, 2023

**To all Wilwood Jobbers, Dealers, and Distributors:**

Wilwood Engineering is poised for another exciting year of growth in 2023. We have reinvested company-wide to augment our capability to develop, produce, and deliver the best braking systems possible. We recognize that many of you, our trusted partners, have also reinvested in your businesses over the past 24 months as the marketplace shifted and consumer demand grew.

Wilwood has made the strategic decision to bolster our Minimum Advertised Price policy (MAP) to better protect our collective investments now and into the future. This updated policy stands alone and will replace our current price program.

The updated policy will be administered and enforced by our newest asset, MAP Services Corp. They will monitor, report, and contact non-compliant resellers on our behalf. MAP Services Corp. is a critical addition to Wilwood and our entire distribution network and is an example of the reinvestment we are making to further elevate and protect our brand.

Effective July 1, 2023 MAP will be in effect and is indicated in all published price files. It is incumbent on all our partners to disperse this information to all levels of the distribution channels.

If you have any questions or concerns, please feel free to reach out directly to [mappolicy@wilwood.com](mailto:mappolicy@wilwood.com).

Thank you for your continued support - we genuinely appreciate your business,

**Wilwood Engineering, Inc.**