

# PRICING LEVEL PROGRAMS

At Classic Performance Products, Inc., we understand the importance of forging long-lasting and beneficial partnerships. We also know that the products you choose to sell and the businesses you partner with is a big decision.

That's why we have three flexible programs, giving you the power of choice, with options that are flexible enough to work with your business.

## DEALER PROGRAM:

This program offers our deepest discount on all CPP manufactured products. This program is mostly tailored to wholesale distributors. In order to qualify in becoming a dealer, there is a \$10,000 retail purchase buy in, which will immediately give the discounted dealer pricing on the opening order. In addition to the discount, authorized dealers will also receive the following benefits:

- ✓ *dedicated dealer-only email and telephone line*
- ✓ *consumer referrals and listing on CPP website*
- ✓ *displays, banners and marketing material*
- ✓ *usage of CPP images for websites and printed material*
- ✓ *customized shipments (drop shipping, LTL, shipping co. of your choice)*

## JOBBER PROGRAM:

This program is created for consumers who are retailers, independent garages, body shops and dealership parts departments. There is no buy-in to qualify for this program. This program extends a 5% to 12% discount on most products we carry.

## SPECIAL PRICING PROGRAM:

This program is custom designed if the Dealer program does not fit your business needs. The special discounted pricing is negotiated based on the volume of individual CPP manufactured products that your business wishes to carry. You will also be automatically enrolled in our Jobber program. All three programs will require your business to provide the following documentations:

1. A letter on company letterhead stating your desire to become a Jobber or Dealer for Classic Performance Products, Inc.
2. A legible copy of your federal or state business license and resale certificate
3. Meet initial buy-in amount and yearly minimum, if applicable.
4. Provide storefront photo of your business ("virtual or online businesses" do not qualify) and marketing strategy (how you plan on selling CPP).
5. Copies of a local or national advertisement.

For the special pricing program, please contact our Special Pricing coordinators (see back) to get you started with a pricing program catered to your business needs!



**CLASSIC PERFORMANCE PRODUCTS, INC.**

378 E. Orangethorpe Ave. | Placentia, CA 92870

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[www.classicperform.com](http://www.classicperform.com)



# REACH US AT:



**Dealer-Only Phone Line:**

(714) 522-2000 ext. 608



**Fax Line:**

(714) 522-2500



**Dealer-Only Email:**

[dealer@classicperform.com](mailto:dealer@classicperform.com)



**Mailing Address:**

378 E. Orangethorpe Avenue  
Placentia, CA 92870

**NOTES:**