**PROMOTIONAL ALLOWANCE PROGRAM**

**EFFECTIVE JANUARY 1, 2022**

PerTronix Performance Brands encourages customers to promote our branded products to help increase sales and market penetration. PerTronix Warehouse Distributors with total purchases of $30,000 or more in 2022 can earn a 3% promotional allowance based on current year net purchases per brand (PerTronix Ignition, Taylor Cable, JBA Exhaust, Doug’s Headers, Patriot Exhaust**).** The promotional allowance is calculated per brand and credit will only be issued on the brand that was promoted.

**Promotional efforts need prior approval by PerTronix to be eligible for reimbursement.** Monetized proof of promotional effort must be submitted quarterly for approval by our marketing department before credit can be issued. POP documentation can be emailed to jjefferies@pertronix.com. Credits will be issued quarterly, and unused promotional allowances can’t be carried over to the following year. Proof of promotional effort must be submitted by the following dates:

 1st Quarter – April 30th, 2022

 2nd Quarter – July 31st, 2022

 3rd Quarter – November 30th, 2022

 4th Quarter – January 31st, 2023

Failure to meet the purchase minimums will cause loss of the allowance. We offer no over and above funds.

Thank You for supporting PerTronix Performance Brands and we wish you a successful year!

Sincerely,

Russell Stephens

Vice President of Sales and Marketing