



Dealer Application

Thank you for your interest in distribution of ICO Racing™ products. ICO Racing™ dealers are race shops and retailers who purchase and stock ICO Racing™ products for resale and provide support to their customers.

ICO Racing™ dealers are **partners in marketing, sales, promotion, and support.**

DEALER REQUIREMENTS

- Dealers must specialize in rally racing.
- Dealers must have a retail store, website, or race shop.
- Dealers must promote ICO Racing™ products consistent with the ICO Racing™ brand and the ICO Racing™ [Media Kit](#).
- Dealers must provide excellent technical service.
- Dealers must maintain adequate inventory to support customers with spares and service.
- Dealers must honor the **Minimum Retail Price** as seen on the ICO Racing™ website.
- Dealers may sell ICO Racing™ products online via their own branded website, however,
- Dealers must **not** sell ICO Racing™ products on auction, market, or social media websites such as eBay, Amazon, Monster Marketplace, eBid, Etsy, iOffer, Webstore, Online Auction, ePier, Overstock, uBid, Quicksales, WeBidz, or similar websites.

Please provide the following information to sales@icoracing.com or fax +1-415-578-1144.

Company Name (to appear on dealer list): _____

Telephone: _____ Email: _____

Website URL: _____

Please email us a photo of your retail store or race shop.

Please describe your direct involvement in rally racing. What events do you race? What events do you attend for support?

What other brands of rally racing equipment do you sell?

How long has your company been in business? _____ How many employees do you have? _____

Do you have a retail store? Yes/No Do you have a race shop? Yes/No

How many computers do you typically sell (or anticipate selling) per year? _____

What is your initial order? Minimum combination of 10 computers (#206 + #207).

- _____ @ #206 Rallye MAX™
- _____ @ #207 Rallye MAX-G™
- _____ @ #124 Spare 124 Sensor Cable
- _____ @ #125 Spare 125 Sensor Cable w/bracket
- _____ @ #127-5HZ Spare Rallye MAX™ GPS receiver
- _____ @ #145 Spare Rallye MAX™ Thumb Switch