

# MEMBERSHIP APPLICATION

Enjoy the benefits  
of being a  
Performance  
Automotive Retailer



Sponsored by the  
PERFORMANCE WAREHOUSE ASSOCIATION  
41-701 Corporate Way #1  
Palm Desert, CA 92260  
Phone: (760) 346-5647  
Fax: (760) 346-5847  
E-Mail: PWA-PAR@AOL.COM  
WWW.PWA-PAR.ORG

Dear Performance Parts Retailer:

Thank you for your interest in the Performance Warehouse Association's retailer group. In response to your request, I am sending you this Performance Automotive Retailer (PAR) membership application.

In recent years, the private sector has been under attack by consumer groups, governmental agencies, and labor pressures that make it impossible for an individual, engaged in private enterprise, to defend themselves against all of these highly organized groups alone. Therefore, your best chance for survival depends on grouping yourself with others of similar needs. **Our Association is your answer.**

PAR is an organization of specialty automotive Jobber/Retailers joined together and dealing with management, financial and legislative matters. This description is only an overview and as you read on, it will become evident that much more is accomplished through **participation** in PAR.

The Performance Warehouse Association's Board of Directors governs PAR. The officers and directors act on behalf of the members. In addition, the Board who manages the PWA office appoints an Executive Director.

PWA directors are elected to a two-year term by the warehouse distributor (active) membership, which represent the United States, Canada and International. The President and Treasurer are also elected by the **active** membership to a two-year term.

PAR was formed in 1990 with the objective of helping you achieve success in a competitive marketplace. For less than 6 cents a day, you can **direct consumers to your store**. Once you are a PAR member you:

- \* Receive priority status on DCi's InfoNow® network. You get consumer referrals in your area when you sell InfoNow® manufacturers' products.
- \* Receive quarterly call reports that tell you just how many InfoNow® network referrals you received over a specified time period.
- \* Get PAR Newsletters, a quarterly jobber/retailer report full of up-to-date PAR/PWA industry information.
- \* Benefit from our NOVA Credit Card processing program -- low member rates, personalized service and no drafts to deposit.

With PAR membership advantages like these, it won't take long for you to notice a return on your investment. Do more than direct consumers to your store. Strengthen their awareness of your store...establish your credibility...increase your sales.

Over 10,000 high performance retailers support our very successful Performance Automotive Retailer (PAR) program.

## **DIRECT CONSUMERS TO YOUR STORE**

Join the Performance Automotive Retailer (PAR) group sponsored by the Performance Warehouse Association (PWA), and prepare yourself for more success.

PAR membership connects you with consumers in your area. Consumers who show a definite interest in the product lines you sell.

### **Here's how it works...**

Consumers read a manufacturer's ad that includes an InfoNow® network phone number. If you carry licensed InfoNow® manufacturers' products, you are given priority status on the InfoNow® network's retail dealer connections. Therefore, consumers in your area are connected with your store.

Your phone rings...consumers ask for information...they walk through your doors (knowing that you carry the product they are looking for)...you top it off with great customer service...a sale is made!

### **Make an investment that pays you back in no time.**

Just \$20.00 a year earns you the standing as a PAR Priority Member. That's less than 6 cents a day. It shouldn't take long for you to make that up in sales. PAR membership is a profitable investment.

So what do you say? Team up with the association that truly has your best interest in mind - PWA - the most respected warehouse distributor's organization in the performance industry.

First, check off the manufacturers whose products you sell. You can't receive referrals for any manufacturer's name that you did not check off on this list. Simply complete and return this application form along with your payment. When your paperwork arrives, we'll immediately include you on our PAR roster, establish your InfoNow® priority status and send you a PAR window decal.



# PAR Priority Membership Application (please print)

**“I understand and agree that by giving my facsimile number, I am granting the Performance Warehouse Association (PWA) permission to contact me by facsimile. I understand that I may withdraw this permission at any time by contacting PWA by facsimile at (760) 346-5847 and asking that my telephone number be removed from PWA’s facsimile list. I also agree that I’m hereby granting PWA affirmative consent to transmit commercial e-mail messages to me.”**

_____	_____	_____
Signature of Official Representative	Title	Date
Company Name _____		
Street Address _____		
City _____	Zip / Postal Code _____	
State/Providence _____		
Contact Name _____	Title _____	
Phone Number (____) _____	Fax Number (____) _____	
E-mail Address _____		

1. Name of your two (2) most frequent W/D suppliers:		
<u>Name</u>		<u>Town</u>
a) _____		_____
b) _____		_____
2. Your store hours:		
Mon _____ am/pm to _____ am/pm	Tue _____ am/pm to _____ am/pm	
Wed _____ am/pm to _____ am/pm	Thu _____ am/pm to _____ am/pm	
Fri _____ am/pm to _____ am/pm	Sat _____ am/pm to _____ am/pm	
Sun _____ am/pm to _____ am/pm		

**PLEASE ENCLOSE YOUR CHECK FOR \$20.00  
(Annual Membership Dues)**

Contributions or gifts to PWA are not deductible as charitable contributions for federal income tax purposes.  
Dues payments are deductible by members as an ordinary, necessary business expense.

Make checks payable to PWA. Only US dollars accepted. (Do not send cash)

**RETURN TO: PERFORMANCE WAREHOUSE ASSOCIATION**  
41-701 Corporate Way #1, Palm Desert, CA 92260 (760) 346-5647 Phone (760) 346-5847 Fax