



CONSUMER REFERRAL SERVICE

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.**

PERFORMANCE AUTOMOTIVE RETAILERS (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.

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 we will direct consumers to your store.

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 distributors organization in the performance industry.