

MEMBERSHIP APPLICATION



Enjoy the benefits
of being a
Performance
Automotive Retailer



Sponsored by the
PERFORMANCE WAREHOUSE ASSOCIATION
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Dear Performance Automotive Aftermarket Retailer:

Thank you for your interest in the Performance Warehouse Association's retailer group, Performance Automotive Retailer (PAR).

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 aftermarket 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 PAR members. 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, President-Elect and Treasurer are also elected to a two-year term.

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

- * You will be part of the Find Fast Parts Fast consumer referral program. (www.findfastpartsfast.com)
- * You will have access to build your own website at no cost to you. Yes, FREE.
- * You will receive priority status on DCi's InfoNow® network. You get consumer referrals in your area when you sell InfoNow^R manufacturers' products.
- * You will receive quarterly call reports that tell you how many InfoNow® network referrals you received over a specified time period.
- * You will get the PAR Newsletters, a jobber/retailer report full of up-to-date PAR/PWA industry information.
- * You will have access to our First National Merchant Solutions Credit Card processing program -- low member rates, personalized service and no drafts to deposit.
- * You will have access to our Federal Express Discount Program

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 30,000 automotive aftermarket 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 through www.findfastpartsfast.com. Consumers who show a definite interest in the product lines you sell.

Here are two ways it works...

1. Consumers read a manufacturer's ad that includes our www.findfastpartsfast.com logo or they see our TV advertising program on ESPN2 or SpikeTV, they will call their local retailer. This will be you. 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!
2. Internet users go to www.findfastpartsfast.com, click the Logo and enter their zip code to find their local retailer.

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, 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 FIND FAST PARTS FAST window decal along with your user I.D. and password. Once you receive you user I.D. and password, go to www.findfastpartsfast.com and click "Jobber Login" to enter all of the products you sell or service. Also enter the WD's you buy from. PWA will update your profile in approximately 10 days. And this is where you can build your own company website at no cost to you.

PAR Priority Membership Application (please print)

“I understand and agree that by giving my facsimile number and email address, I am granting the Performance Warehouse Association (PWA) permission to contact me. 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	_____	

(Required Field)

**Please note: Upon receipt of your application
PWA will email you the Username and Password
so that you may update your profile.**

**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