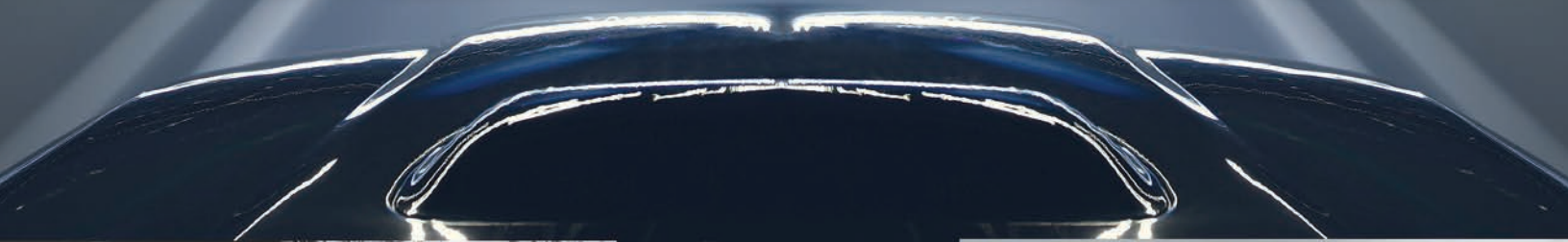




PERFORMANCE CORNER®

**2018
EDITION**

GROW YOUR BUSINESS WITH PROVEN MARKETING TOOLS



Contact sales at 1 (800) 426-0950









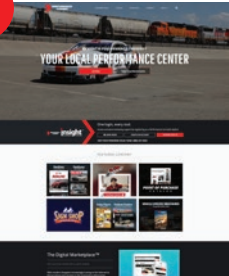







PROGRAM BROUGHT TO YOU BY



WESTIN

PerformanceCorner.com/manufacturers

WHAT'S INCLUDED?

<p>1</p> 	<p>2</p> 	<p>3</p> 	<p>4</p> 
<p>RETAIL CATALOG</p>	<p>IN-STORE SIGNAGE</p>	<p>RETAIL SALES FLYER</p>	<p>WINDOW POSTER</p>
<p>5</p> 	<p>6</p> 	<p>7</p> 	<p>8</p> 
<p>BRAND POSTERS</p>	<p>SOCIAL MEDIA</p>	<p>VEHICLE-SPECIFIC BROCHURES</p>	<p>SPECIALTY PARTS ORDER CENTER</p>
<p>9</p> 	<p>10</p> 	<p>11</p> 	<p>12</p> 
<p>DYNAMIC WEBSITE</p>	<p>EMAIL CENTER™</p>	<p>DIGITAL MARKETPLACE™</p>	<p>AAM SIGN SHOP™</p>
<p>13</p> 	<p>14</p> 	<p>15</p> 	<p>16</p> 
<p>IN THE GARAGE™ VIDEOS</p>	<p>PROGRAM EMAIL</p>	<p>PRINT NEWSLETTER</p>	<p>INSIGHT™ / ON THE MAP™</p>

A FULL-FEATURED MARKETING PROGRAM FOR LESS THAN THE COST OF A LOCAL NEWSPAPER AD!

1 RETAIL CATALOG
Full-color catalog is jammed full of truck accessories, offroad and towing equipment, plus performance products from the latest brands.

- 50 FREE copies
- Custom covers available
- One-year life
- Over 30,000 application listings

2 IN-STORE SIGNAGE
Great-looking illuminated window sign builds your Performance Corner® identity in-store.

- Free when you join

3 RETAIL SALES FLYER
Specially designed for in-store use, these full-color, 16-page "mini catalogs" feature exciting accessory items at special sale prices. Use them as counter handouts, newspaper insertions, distribution to local businesses, and more!

- 50 retail sales flyers five times a year
- Wide variety of exciting products

4 WINDOW POSTER
One large, full-color window poster five times a year highlights featured products.

- Highly visible from a distance
- Advertises featured items from retail mailer

5 BRAND POSTERS
Perfect for new product launches, category marketing, and seasonal offers to increase your brand awareness. These posters are not limited to a specific time frame and can stay up to create lasting brand exposure.

- One window poster five times per year

6 SOCIAL MEDIA
Performance Corner® loves car culture and we love connecting our customers, retailers, and manufacturers through social media on Facebook, Twitter, and LinkedIn.

7 VEHICLE-SPECIFIC BROCHURES
Performance Corner® retailers receive 50 each of Ford, Chevy/GMC, Jeep, Ram, and Toyota vehicle-specific brochures (VSBs) once a year. VSBs let you deliver targeted presentations to your customers. Additional VSBs are available for a fee. Limited to stock on hand.

8 SPECIALTY PARTS ORDER CENTER
Every Performance Corner® retailer receives a free Specialty Parts Order Center. This ultimate point-of-purchase display increases both add-on and special order sales.

- Base column displays the annual catalog.
- Top holder displays the sales flyer, while the flat top holds a catalog for browsing.

9 DYNAMIC WEBSITE
The Performance Corner® website is a portal to social media, news, current retail flyers, rebates, and a store locator to drive customers to your business.

- Social media access
- Vendor rebates and news
- Current retail flyer
- Online store locator

10 EMAIL CENTER™
Email Center™ lets you send quick-and-easy emails to your customers. It keeps your contacts organized and features prepared templates, unlimited sending, drag-and-drop editing, email payments, tracking tools, and more. Cost is based on the number of unique contacts in your overall list. *(Optional at additional cost)*

11 DIGITAL MARKETPLACE™ WEBSITE DEVELOPMENT
Designed for you to establish an online presence. Our websites send local shoppers to your store based on the products, brands, and categories you sell and install. Sites include automatic product uploads, customization options, one-on-one support, analytic tools, and much more! *(Optional at additional cost)*

12 AAM SIGN SHOP™
Signage tells consumers what you sell. Choose from feather flags, retractable banner stands, custom canopies, window graphics, and aluminum signs at low wholesale prices!

13 IN THE GARAGE™ VIDEOS
In the Garage™ YouTube videos help you and your employees become aftermarket accessory experts, walking viewers through the installation of today's hottest products and covering key features and benefits.

14 PROGRAM EMAIL
The Redline™ email is packed with industry news, new products, rebates and offers, and videos. *Pulse™* emails share special news about authorized dealer programs, MAP pricing, rebates, displays, and more.

15 PRINT NEWSLETTER
The *Fastlane™* newsletter shares business tips and ways to use Performance Corner® marketing tools, while special manufacturer inserts describe hot new products, rebates, POPs, and more.

16 INSIGHT™ ACCOUNT SYSTEM & ON THE MAP™
The Insight™ Web portal gives you one-login access to most of your program tools and services.

- On the Map™ quickly submits your business to be listed on the online dealer locators of the brands you sell.

**ALL FOR ONLY \$75
EVERY OTHER MONTH**