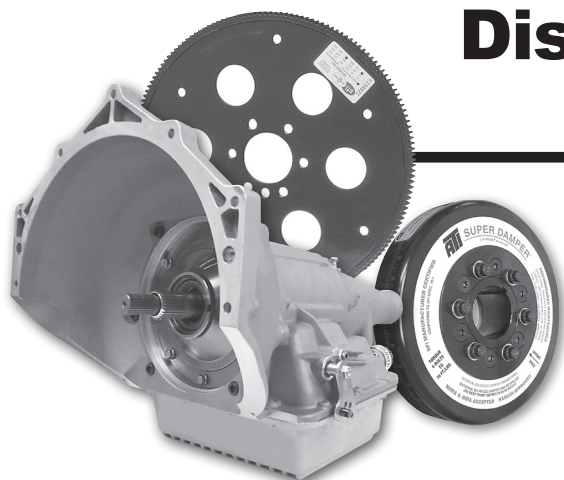




Family Owned ~ American Made

Discount Dealer Programs



- **Speed Shops**
- **Engine Builder**
- **Transmission Builder**
- **Retail Auto Parts Dealer**
- **Automotive Warehouse Distributor**

ATI Performance Products, Inc. offers a variety of "Discount Dealer Programs". If you are a qualified Speed Shop, Engine Builder, Transmission Repair Facility, Retail Auto Parts Dealer or Automotive Warehouse Distributor, ATI has a program designed to insure that your customers receive parts of the finest quality and craftsmanship. By becoming part of the ATI Dealer Network, your business will have the full power of ATI's brand awareness behind it:

- Promotional Materials and Digital Artwork at no charge
- On-site technical assistance with our Traxside Service Trailer
- ATI's aggressive national ad campaign to help boost sales
- Contingency Programs and Race Sponsorships
- 50+ years of experience in the motorsports industry

Don't miss out on these lucrative sales opportunities. Please look over the Dealer Programs outlined in this packet to see what ATI can do for you.

DEALER PROGRAMS AT A GLANCE...

ENTRY LEVEL / DAMPER+ WD

- Required minimum order of
- 10 Super Dampers or
- 10 Flexplates or
- 5 Adapter Kits

FULL PRODUCT LINE WD*

- \$7,500 Minimum Opening Order
- \$10,000+ in Annual Sales
- "Fast Mover" Super Dampers, required purchase in quantities of 10 dampers

JOBBER 2 *

- \$2,500 Minimum Opening Order
- \$5,000+ in Annual Sales

TRANSMISSION BUILDER*

- \$2,500 Minimum Opening Order
- \$5,000+ in Annual Sales
- Hard Parts at WD pricing

ENGINE BUILDER

- J2 pricing ~ No Minimum Quantity
- WD Pricing ~ Purchase of 5 dampers, per order

JOBBER 1

- 10% off Racer Net

BULK DAMPER ORDER INCENTIVE

- 5% Discount on 50-99 units
- 10% Discount on 100+ units

* Performance Transmissions and Treemaster Torque Converters will NOT count toward the initial minimum opening requirement amount but will be included in the annual sales figures thereafter. However, if your order meets the minimum requirement excluding transmissions and converters, the entire order including transmissions and converters will be at WD status.

HOW TO QUALIFY

In order to be considered for these programs, you must be a qualified performance business located at a commercial location. A business license and Tax ID number are required.

Inside this packet.....

Entry Level / Damper+ WD..... 2

Full Product Line WD ... 2

Jobber 2..... 3

Transmission Builder 3

Engine Builder 3

Jobber 1..... 3

Policies and Procedures..... 4

Frequently Asked Questions 5

Dealer Program Application

Credit Application for Business



6747 Whitestone Road
Gwynn Oak, MD 21207
800-284-3433
410-298-4343
Fax: 410-298-3579

www.atiracing.com

info@atiracing.com
sales@atiracing.com

Effective: 5-2014



Program Descriptions

Entry Level / Damper+ WD

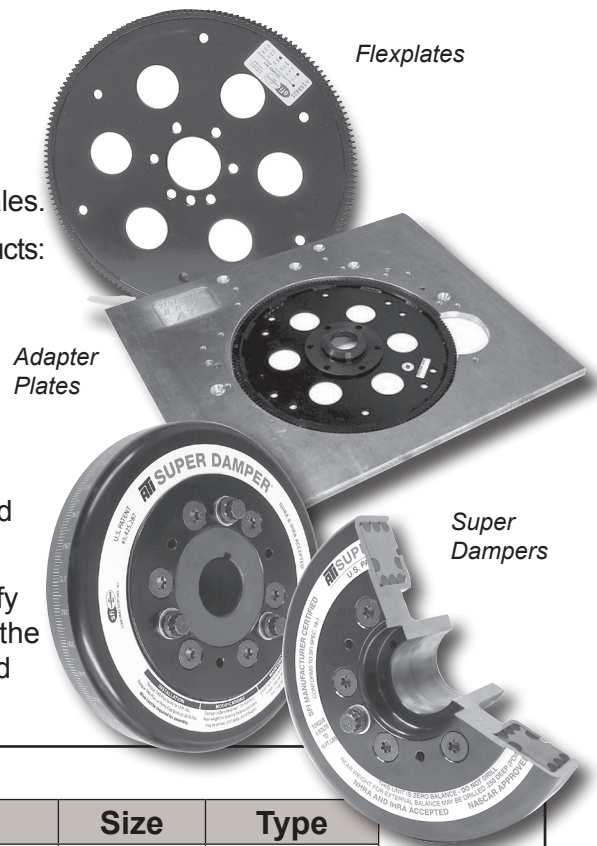
The Entry Level/Damper WD program allows businesses to purchase Super Dampers, Flexplates and Adapter Kits at the WD price level based solely on the order **QUANTITY** and **NOT** annual sales.

WD pricing will be granted on a minimum order for these individual products:

- Minimum order of 10 Super Dampers (any part number mix)
- Minimum order of 10 Flexplates (any part number mix)
- Minimum order of 5 Adapter Kits (any part number mix)

Dealers who wish to receive WD pricing on the above products must place an order for the qualifying quantity (ie: 10 damper units of any mix of part numbers) every time an order is placed. Orders for less than the qualifying quantity will be sold at J2 for established customers who do not meet the quantity minimum.

Any Damper+ dealer who meets \$10,000 in annual sales will qualify for the ATI Full Product Line Dealer Program, but in order to enjoy the deep damper discounts, the minimum quantity must still be ordered per purchase order.



SUPER DAMPER FAST MOVERS

Part Number	Description	Size	Type
917060	Chevy Big Block, 1-piece Hub & Inner Shell	7"	Steel
917780	Chevy Small Block	7"	Steel
917781	Chevy Small Block	6 3/8"	Steel

Requirements: Fast Movers must be ordered on 10 unit minimum purchase orders regardless of annual sales volume. Fast Mover Super Dampers are ATI's "Proven Top Sellers". These part numbers account for over 80% of ATI's Super Damper sales and should be kept in stock by our WDs.

BULK ORDER INCENTIVES

Distributors may receive additional discounts by placing larger Super Damper orders.

- Damper orders of 50 to 99 units receive an additional 5% discount off of WD pricing.
- Damper orders of 100 or more units receive an additional 10% discount off of WD pricing.

"NICHE DAMPER" DEALER PROGRAMS

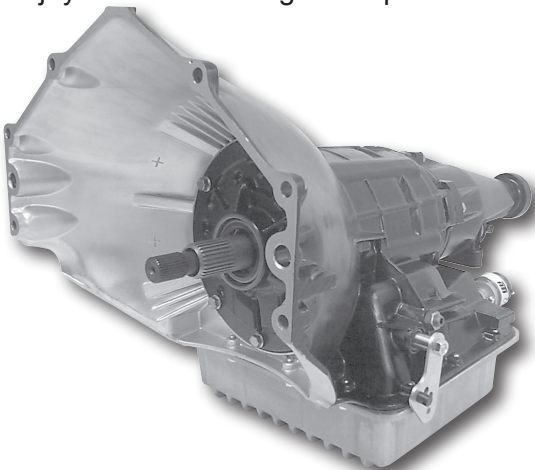
For companies that focus on unique automotive applications, ATI offers a "Niche Damper" Dealer Program. ATI will tailor a discount structure for your marketplace. While there is no set "buy-in", this program allows you to purchase a minimum of 5 dampers at WD pricing for a determined length of time, drop ships will be incurred for an additional fee, and sales will be re-evaluated by ATI upon completion of a trial period.

ATI Full Product Line WD

The Full Line Warehouse Distributor Program requires a **\$7,500 minimum opening order and \$10,000+ in annual sales** of ATI products to maintain Full-Line WD status. *Performance Transmissions and Treemaster Torque Converters will NOT count toward the initial minimum opening requirement amount but will be included in the annual sales figures thereafter. However, if your order meets the minimum requirement, excluding transmissions and converters, the entire order will be at WD status including transmissions and converters.*

Jobber 2 Program (Full Line Jobber Discount Program)

The Jobber 2 program is designed for Performance Shops who wish to stock limited numbers of ATI products. It requires a **\$2,500 minimum opening order and \$5,000 to \$9,999 in annual sales** to maintain the Jobber 2 price status. J-2 pricing is for the full line of ATI products. *Performance Transmissions and Treemaster Torque Converters will NOT count toward the initial minimum opening requirement amount but will be included in the annual sales figures thereafter. However, if your order meets the minimum requirement, excluding the transmission and converter, the entire order will be at WD status.* Dampers purchased in groups of 10 will still enjoy WD status. Single dampers will be invoiced at Jobber 2.



ATI Transmission Builder Program

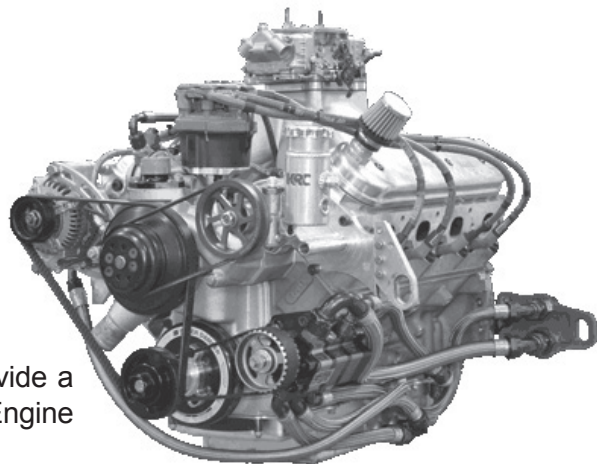
ATI's Transmission Builder Program is designed for the Transmission Shop that does performance / street rod work. **It requires a \$2,500 minimum opening order and \$5,000+ in annual sales to participate in this program.** Transmission Rebuilders are able to purchase transmission hard parts and accessories (i.e. SuperCases, gear sets, valve bodies, etc.) at the WD price level. Other ATI products are available at Jobber 2 pricing. *Performance Transmissions and Treemaster Torque Converters will NOT count toward the initial minimum opening requirement amount but will be included in the annual sales figures thereafter. However, if your order meets the minimum requirement, excluding transmissions and converters, the entire order will be at WD status.*

ATI Engine Builder Program

ATI's Engine Builder Program is for **true** Engine Rebuilders who have very specific product needs, who tend to be repeat buyers and who may require the assistance of ATI's technicians. **ATI will offer Jobber 2 pricing on Super Dampers and related items without a buy-in.**

Special Damper incentive just for Engine Builders!

Purchase 5 Super Dampers at one time and receive WD pricing. In order to qualify for this special incentive, companies must provide a valid tax ID # and business license number as well as proof of Engine Builder status.



ATI Jobber 1 Program (Small Shop Jobber Discount Program)

For those accounts that do not qualify for deeper discounts, ATI may extend an offer of Jobber 1 status. Pricing is typically 10% off Racer Net pricing. The J1 Program is extended to qualified automotive shops that cannot meet the minimum requirements of ATI's other programs and is considered on a one-on-one basis, strictly at the discretion of ATI.



Policies & Procedures

*The following policies apply to all
Dealer Discount Programs*

Qualifying For These Programs

In order to be considered for any of ATI's Quantity Discount Dealer Programs, you must be a qualified business located at a commercial location. A business license and Tax ID number are required. ATI typically does not accept "drop ship only" accounts, however, if your business sells to a "niche market", please contact ATI.

Placing An Order

Parts can be ordered via telephone by calling toll-free (800) 284-3433 or (410) 298-4343 Monday through Thursday from 8:00 a.m. to 5:00 p.m. & Friday from 8:00 a.m. to 4:45 p.m. EST. "Next Day" & "Second Day Air" orders MUST BE PLACED BY 3:00 p.m. EST. There is a minimum order of \$15 for all phone orders. Please fax or e-mail any orders under \$15. To order by fax, dial (410) 298-3579 for FAX transmittal. E-mail should be sent to sales@atiracing.com.

Shipping Information

FREIGHT

The purchaser is required to pay all freight charges.

INTERNATIONAL SHIPMENTS

ATI will coordinate shipments worldwide. For international shipments, the customer pays all customs, broker or any other fees which may be involved. ***Exporting ATI goods contrary to U.S. export laws is strictly prohibited!***

DROP SHIPMENTS

ATI does not accept "Drop Ship Accounts". ATI may allow a Dealer to request a drop shipment. If authorized by ATI, a \$20.00 drop ship fee will be added to the total cost of the order.

*****FIRST TIME ORDERS MUST BE PREPAID!*****

Payment Options

WITHIN THE UNITED STATES

Payments may be made using a major credit card (Visa - MasterCard - Discover) or Wire Transfer. Open account (Net 30) and COD "Company Check" accounts are available and must be pre-approved. A credit application is enclosed or may be obtained at ATI's website - www.atiracing.com, via fax - 410-298-3579, or by e-mail - sales@atiracing.com.

OUTSIDE THE UNITED STATES

Payments outside the United States must be paid by Wire Transfer or Pay Pal (for orders under \$5,000*). Any other type of payment is subject to Management approval.

**Additional fees may apply.*

C.O.D.

UPS currently charges an additional \$12.00 fee on all COD orders. COD shipments will be sent "Certified Check or Money Order" unless other arrangements are made in advance. COD not available for transmission shipments.

Pricing Guidelines

In order to discourage "price wars", ATI ***does not allow dealers to advertise retail pricing below ATI's current Jobber 2 level!*** ATI continuously monitors advertisements, catalog and internet pricing for violations of this policy. Repeat offenders will be disqualified from Dealer pricing.

ATI Dealer Stock Adjustment and Return Policy

All returns are subject to prior approval of ATI and must be accompanied by supporting documentation stating the purchase price, purchase date, and invoice number. All returns must be shipped prepaid.

- Returns are subject to a 15% restocking fee unless a 1 for 1 offsetting order is attached to the return. No handling charge will apply if a 1 for 1 offsetting order is attached.
- Merchandise eligible for return must be shown in our most recent price list and have been purchased within the past 12 months.
- Items must be in current, saleable condition, one year old or newer. Age of the item will be dictated by the date on the invoice.
- Items must be in their original packaging. If such packaging is damaged, a 5% repacking charge will also be applied.
- Custom-manufactured or special built items are NOT RETURNABLE under any circumstances.

Return your package (prepaid and insured) to: ATI Performance Products, Inc., Attention: Returns Department, 6747 Whitestone Road, Gwynn Oak, MD 21207.

Credit will be issued for merchandise only. Freight, handling and associated fees are not refundable. Credit will be issued to the name on the invoice in the same form of payment as originally received. If your item has a dated SFI decal, and the month returned is different from the month on the decal, there will be a \$25.00 re-certification fee.

For international shipments, please call or e-mail sales@atiracing.com or contact your sales representative.

Q Exactly what do I have to provide to become an ATI Dealer?

A You must be able to give us proof that you are a legitimate business selling to customers. You can do this by providing us with a copy of your state business license and your Federal Tax ID number.

Q If I sign up with ATI to become a Warehouse Distributor, what will you give me to help my sales?

A By becoming an ATI Warehouse Distributor your business will have the full power of ATI behind it:

- Promotional materials and digital artwork available at no charge
- On-site technical assistance with our trackside service trailer
- ATI's website and aggressive national ad campaign website to boost sales
- Contingency programs and Race Sponsorships
- Collateral materials such as catalogs, flyers and banners

Q If I sell your products, will my customer be paid Contingency Awards by ATI?

A Yes. However there are several stipulations to ATI's contingency program. First, your customer must be racing in an event or series that is sponsored by ATI. They must complete the ATI Contingency Agreement and Advertising Release. Racers are also required to provide ATI with proof of purchase showing the ATI Serial Number, SFI Number (where applicable), and the date of purchase. ATI product decals must also be present on the car for the entire event.

Q If I am an Entry Level / Damper Only WD, can I order a combination of flexplates, dampers and adapter kits to equal ten on a purchase order?

A No. You must order a minimum of 10 dampers or 10 flexplates or 5 adapter kits. You can mix part numbers but not product lines.

Q If my shop is an Entry Level / Damper Only WD and spends \$10,000 on dampers with ATI, do I then become a Full Line WD without a minimum purchase of \$7,500?

A Yes. You are then eligible for all the benefits of a Full Line WD including buying dampers one at a time at the WD price level except for Fast Movers. (For more information, see page 2.)

Q Do I need to order 10 dampers every time in order to be eligible for a WD discount?

A For an Entry Level / Damper Only WD, yes.
For a Full Line WD, no, unless you are ordering a Fast Mover.

Q What are Fast Movers?

A Fast Movers are ATI's Super Dampers that are PROVEN TOP SELLERS. These 3 part numbers (917060, 917781 & 917780) account for over 80% of Super Damper sales.

Q What is the special ordering criteria for the Fast Movers and why?

A The Super Damper "Fast Movers" need to be ordered on a **10 unit minimum** purchase order. Any damper part number may be mixed to achieve the 10 unit purchase order. Since Fast Movers are proven sellers, they should be re-stocked in quantity and can never be ordered individually. ATI feels that if you are a WD, you should always have these units in stock.

Q My shop placed a 10 damper order about a month ago to get WD pricing. Can we order in ANY quantity now and still get WD prices?

A No. Many smaller shops take advantage of the "quantity" program we offer on Super Dampers, Flexplates and/or Adapters, however, this program does not qualify you as a "WD Dealer". You can repeat the 10 damper/10 flexplate/5 adapter kit discount program as outlined in the Entry Level / Damper Only WD Program to receive price discounts (page 2). If your annual sales reach \$10,000 your shop will then qualify as full Warehouse Distributor.

Q I am an Entry Level / Damper Only WD. Can I order just one non-Fast Mover damper?

A Yes, but you will be billed at Jobber 2 status.

Q I am a Full Line WD. Can I order one non-Fast Mover damper?

A Yes, you will be billed at Jobber 2 status (see page 2).

Q If my shop wants to order 1 Fast Mover damper, do we need to order 9 additional Fast Mover dampers to meet the 10 unit PO requirement?

A No. Any combination of damper part numbers is allowed.

More Frequently Asked Questions

Q *If I just ordered 10 dampers and a few days later I need just one odd-ball damper, why can't I get it at WD pricing?*

A The ATI Entry Level/Damper Only WD program is designed for high volume damper customers to keep ATI Super Dampers stocked on their shelves. If you need to order just one damper, you will be billed at Jobber 2 pricing. Full Line WD customers are welcome to order one-time dampers at WD pricing as long as they are NOT on the Fast Movers list.

Q *What if I need a damper you don't advertise?*

A ATI manufactures approximately 500 different damper assemblies, however our engineers can custom manufacture an ATI Super Damper to fit almost any application. If your customer requires a custom damper, contact our Sales Department and talk with one of our Damper Techs. In some cases, we will need your customer to supply us with a stock damper for measurement. ATI has developed dampers for all types of engines, from Ferrari & BMW to John Deere and Massey Ferguson.

Q *ATI has hundreds of dampers, but how do I know which damper to sell to my customer?*

A Just like everything else in racing, if your customer is looking for maximum performance, they will need the right part for their application. ATI dampers are available in many weights and sizes. For externally balanced engines, there is only one damper available for each application. For internally balanced engines, however, you have a variety of choices. By having your customer provide you with some basic information and following the damper charts in our catalog or website, you should be able to recommend the best damper for their application. Of course, our Damper Techs are available when you need assistance.

Q *I want to add a line of ATI transmissions and converters to my products. How do I know which one to recommend?*

A Be sure to have your customer fill out the ATI Customer Spec Sheet. This is available on the ATI website at www.atiracing.com/pdf/ATI-converter-overhaul.pdf. This will give your ATI Sales Technician the information they need to give you the proper combination. While ATI has basic transmission/converter packages, we can customize a package for each and every customer based on their specific needs.

Q *Why can't transmissions and converters be included in my initial opening order?*

A Racers often order premium transmission and converter packages that can quickly add up close to the minimum requirements! This would allow your potential customers to purchase directly from ATI at **your** discounted prices.

Q *Why would I want to buy parts from ATI if I am a stock Transmission Builder?*

A By adding high performance products to your transmission shop, you can expand your business to include a new group of customers. You will be able to provide performance street units and stall converters. With ATI components you can upgrade a customer's transmission from a stock unit to a street/strip or race transmission...all while increasing your sales! Many customers prefer to save on the shipping cost for a transmission and are always happy to find a local builder who they can trust. With ATI parts, you can be that builder!

ATI products are world-renowned and produce winners. Our products are made in-house at our plant in the USA utilizing only the finest materials. The quality of ATI components ensures that, as a transmission builder, you will produce the strongest possible transmission for your customer.

Q *What is a drop ship account and why don't you allow them?*

A A "Drop Ship Account" is one that does not stock any or minimal inventory. A typical transaction would have ATI shipping a product directly to the customer. Due to the added expense in handling small direct ship orders, ATI expects its dealers to stock inventory and handle the shipping directly.

Q *Can I drop ship a transmission to my customer? Freight is expensive!*

A. Due to the excessive cost of freight, ATI **will** allow a dealer to drop ship a transmission to their customers.

Q *We are an ATI "stocking dealer". Will you allow an occasional Drop Ship to satisfy a specific customer request?*

A Yes. The occasional Drop Ship will be allowed. A Drop Ship Fee of \$20.00 is added to the order for any drop ships. Please contact your ATI representative for further information.

For more information

Toll-Free: 800-284-3433 • 410-298-4343 • E-mail: sales@atiracing.com



Dealer Program Application

Thank you for your interest in ATI Performance Products. In order to be considered for one of ATI's Dealer Discount Programs, please complete this application and return it along with a copy of your business license or tax identification document.

Mail to: ATI Performance Products, 6747 Whitestone Road, Gwynn Oak, MD 21207 Attn: Dealer Programs

Fax to: 410-298-3579

Company Name: _____

Owner(s) or Principle(s): _____

Contact Name: _____

Mailing Address: _____ Shipping Address: _____

Phone: _____ Cell Phone: _____

Fax Number: _____ E-mail: _____

Company Website: _____

Type of Business: _____

Specialty: _____

In business since: _____ Annual Sales: _____

Owner(s) /Principle(s) Signature

Date

Owner(s) /Principle(s) Signature

Date



Credit Application for a Business

6747 Whitestone Road • Gwynn Oak, Maryland 21207
800-284-3433 • 410-298-4343 • fax: 410-298-3579

Please type or print legibly and return completed form by fax to (410) 298-3579 or mail to the address above.

☐ For Company Check OK ☐ For Open Account

Date: _____

COMPANY INFORMATION

Company Name: _____

Street Address: _____ City: _____

State: _____ Zip: _____ Phone: _____ Fax: _____

E-mail: _____ Website: _____

BUSINESS TYPE *If a partnership, this application must be signed by ALL partners.*

Doing business as a (check one): ☐ Corporation ☐ Partnership ☐ Sole Proprietor

List the names of principal owners, their home addresses and Social Security numbers.

Name

Home Address:

SS#

Name	Home Address:	SS#

Type of Business: _____ Total # of Employees: _____ Full Time _____ Part Time

At Present Location Since (Date): _____ Year Established: _____

Corporation or Articles of Partnership Filed in the State of: _____

BANK REFERENCE

Name: _____ Account #: _____

Address: _____ Contact Person: _____

City: _____ State: _____ Zip: _____ Phone: _____

Business License #: _____ Registered Under (Name): _____

FINANCIAL INFORMATION

As of (Date) _____ Yearly Sales: \$ _____

Credit Line Needed: \$ _____

CREDIT REFERENCES *List only **active** suppliers – one local, three out of state.*

Name: _____ Phone: _____

Address: _____ Fax: _____

City: _____ E-mail: _____

State: _____ Zip: _____ Website: _____

Name: _____ Phone: _____

Address: _____ Fax: _____

City: _____ E-mail: _____

State: _____ Zip: _____ Website: _____

Name: _____ Phone: _____

Address: _____ Fax: _____

City: _____ E-mail: _____

State: _____ Zip: _____ Website: _____

Name: _____ Phone: _____

Address: _____ Fax: _____

City: _____ E-mail: _____

State: _____ Zip: _____ Website: _____

I (We) as applicant(s) for credit authorize ATI to obtain such information, personal and business, as ATI may require from the bank and trade references given in the above application which is furnished by me (us) for the purpose of obtaining credit, and I (we) certify that this application has been accurately completed and represents current data.

In consideration of the granting and extension of credit by Seller to the undersigned, it is hereby agreed that the undersigned, both individually and as a corporate officer/owner, will promptly pay all sums when due. In the event of non-payment, the undersigned does hereby agree to pay in addition to the principal amount due, any service charges, all collection charges incurred by the Seller, including charges made by a collection agency up to but not exceeding 30% of the principal balance due and, in the event of suit, reasonable attorney's fees and court costs.

Authorized Signature: _____

_____ Date

Printed Name: _____

Title: _____

Company Name: _____

IF INCORPORATED:

President: _____

Vice President: _____

Treasurer: _____

Corporate Seal