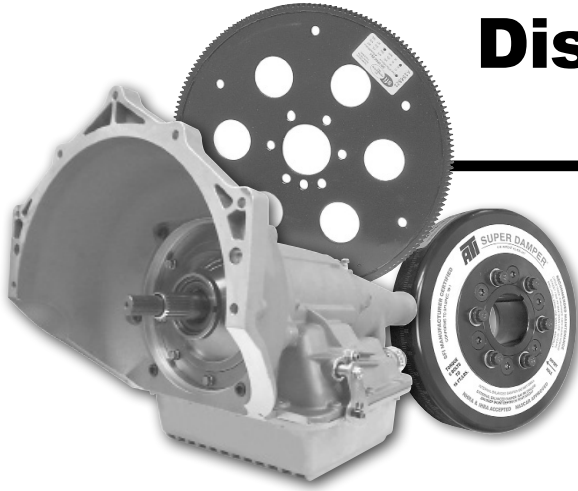




# Discount Dealer Programs



- **Speed Shops**
- **Engine Builders**
- **Transmission Builders**
- **Retail Auto Parts Dealers**
- **Automotive Warehouse Distributors**

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
- ATI's aggressive national ad campaign to help boost sales
- Contingency Programs and Race Sponsorships
- 60+ 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.

## Inside this packet.....

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## Dealer Program Application

## Credit Application for Business



6718 Whitestone Road  
Gwynn Oak, MD 21207  
**800-284-3433**  
410-298-4343  
Fax: 410-298-3579

[www.atiracing.com](http://www.atiracing.com)

[info@atiracing.com](mailto:info@atiracing.com)  
[sales@atiracing.com](mailto:sales@atiracing.com)

Effective: 12/2025

### 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
- \$15,000+ in Annual Sales
- "Fast Mover" Super Dampers, required purchase in quantities of 10 dampers

#### JOBBER 2\*

- \$2,500 Minimum Opening Order
- \$7,500+ in Annual Sales

#### TRANSMISSION BUILDER\*

- \$3,500 Minimum Opening Order
- \$7,500+ in Annual Sales
- Hard Parts at WD pricing

#### ENGINE BUILDER

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

#### BULK DAMPER ORDER INCENTIVE

- 2 ½% Discount on 25-49 units
- 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 in a qualified performance business located at a commercial location. A business license and Tax ID number are required. Send your request to [sales@atiracing.com](mailto:sales@atiracing.com).

## Entry Level / Damper + WD

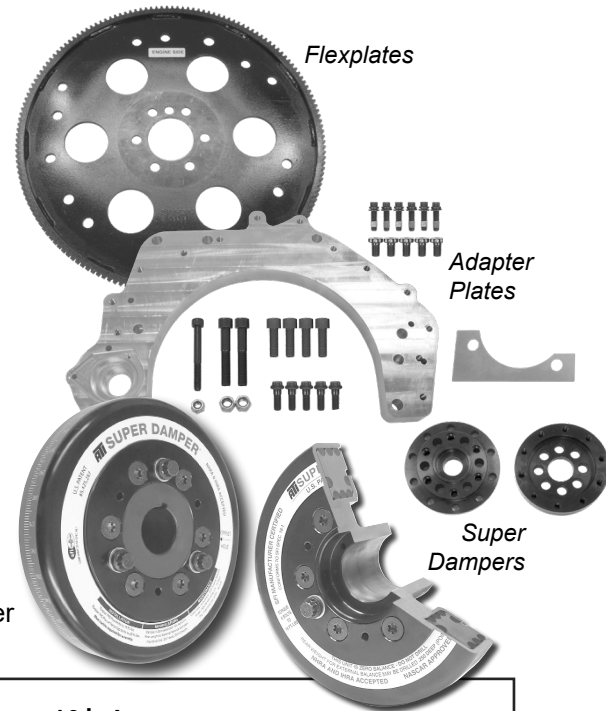
The Entry Level/Damper WD program allows businesses to purchase Super Dampers, Flexplates and Adapter Kits at the WD price level based solely on the order **QUANTITY** and **NOT** annual sales.

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 (i.e. 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 \$15,000 in annual sales will qualify for the ATI Full Product Line Dealer Program, but in order to enjoy the bulk order damper discounts (see below), the minimum quantity must still be ordered per purchase order. Junior Dragster Dampers not included.



**These Super Damper *FAST MOVERS* must be ordered on a P.O. of any 10+ dampers.**

Part #	Description	Size	Type
917060	Chevy BB - 1 piece hub and inner shell (3 ring)	7.074"	Steel
917776	Chevy SB - LS, Smooth - Counterbored Front (3 ring)	6.325"	Steel
917781	Chevy SB - 90 Degree V6 - 409, Pontiac 4 Cyl - 1 piece hub and inner shell (3 ring)	6.325"	Steel
917246	LS1-2-3-6 & L76 ('97 - '13) Y Body-SS-G8, 6 & 4 groove (3 ring)	7.425"	L/W Steel
917266	LS1-2-3-6 & L76 ('97 - '13) Y Body-SS-G8, 6 & 4 groove (3 ring)	7.48"	L/W Aluminum
917286	LS3, LSA Camaro ('10-'15) Gen 3 Vortec Truck, LS SSR/Trail Blazer - 6 & 4 groove (3 ring)	7.425"	L/W Steel
918644	LS3, LSA Camaro ('10-'15) Gen 3 Vortec Truck, LS SSR/Trail Blaze - 6 groove (no AC)	7.48"	Aluminum
918628	LS3, LSA Camaro ('10-'15) 6 & 4 groove (3 ring)	7.48"	Aluminum
918854	LSA ('09-'15) CTS-V Cadillac & ZL1 Camaro ('12-'15) <i>SC Pulley sold sep.</i> 6 & 4 groove	7.48"	L/W Aluminum
918856	LT1 Camaro - LT4 CTSV ('16+) ZL1 Wet Sump ('17+) <i>SC Pulley sold sep.</i> 6 & 4 groove	7.48"	Aluminum
918485	Dodge Hellcat (2015+) & Demon (2018) 6 & 10 Groove 6.2L, 10% OD SC Drive with OEM ACC Drive - Challenger / Charger (3 ring)	8.90"	Aluminum
918477	Honda K20, Street (2002+) 7 groove 2.0L - Civic Type-R and SI - Acura RSX 1 piece hub & inner shell	5.67"	Aluminum
918562	Toyota Supra ('94 - '98) JZ80 15% OD - 3/8 Holes 6 groove	6.78"	Aluminum

**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 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 25 to 49 units receive an additional 2½% discount off of WD pricing.
- 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.
- Junior Dragster Dampers are not included.

### "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 incur 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 \$15,000+ 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. Full Line WDs can order dampers as single units provided they are not one of the 12 “Fast Movers” !

## **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 \$7,500 in annual sales** to maintain the Jobber 2 price status. J2 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 J2 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 \$3,500 minimum opening order and \$7,500+ 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.

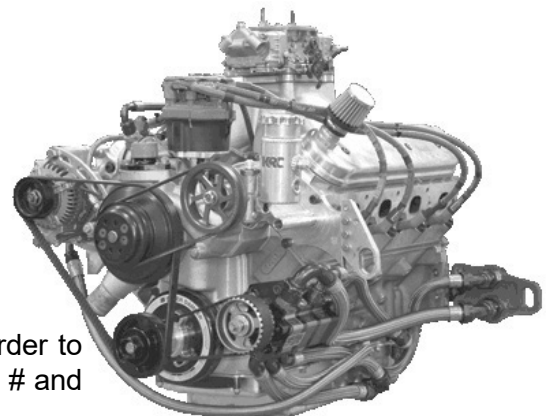


## **ATI Engine Builder Program**

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.





# Policies & Procedures

The these 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 in 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 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. 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 \$12.00 drop ship fee will be added to the total cost of the order.

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

## HANDLING FEES

ATI charges a handling fee to all customers that ship via Freight Collect Terms. Opposed to folding these costs into our products, we will charge a flat fee based on the weight of the shipment to accommodate our handling and packaging costs. Although we have absorbed these costs for many years, we can no longer do so due to increases in labor and packaging material costs.

Total Shipment Weight in Lbs	Handling Fee
0-1	\$2.00
1.1-10	\$3.00
10.1-20	\$5.00
20.1-30	\$6.00
30.1-60	\$8.00
60.1-70	\$10.00
70.1-90	\$12.00
90.1-130	\$15.00
130+	\$20.00

## C.O.D.

UPS currently charges an additional \$21.00 fee on all COD orders. COD shipments will be sent "Certified Check or Money Order" unless other arrangements are made in advance. COD is not available for transmission orders.

## Payment Options

### WITHIN THE UNITED STATES

Payment terms are considered cash, check, wire transfer or ACH. We do not accept credit cards for WD accounts. Open account (Net 30) and COD "Company Check" accounts are available and must be pre-approved. A "Net 30" credit application is enclosed or may be obtained from ATI's website at www.atiracing.com, via fax - 410-298-3579, or by email - sales@atiracing.com.

### OUTSIDE THE UNITED STATES

Payments outside the United States must be paid by Wire Transfer or Pay Pal\*. Any other type of payment is subject to Management approval.

*\*Additional fees may apply.*

## 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.
- Merchandise eligible for return must be shown in our most recent price list and have been purchased within the past 12 months. Obsolete parts must be returned within 6 months of the date of obsolescence.
- 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 can not have been used, installed or tampered with in any way.
- Items must be in their original packaging and, if such packaging is damaged, a 5% repacking charge will also be applied.
- **Custom-manufactured, specially built or custom-ordered items are NOT RETURNABLE under any circumstances.**

Return your package (prepaid and insured) to: ATI Performance Products, Inc., Attention: Returns Department, 6718 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.

International shipments: please call, e-mail to sales@atiracing.com, or contact your sales representative.



# Pricing Policies

## Pricing Guidelines

As the leading producer of high-performance dampers, transmissions, torque converters and components, ATI is proud to offer high quality product solutions to the automotive industry and has done so for over 60 years. ATI values its reputation for building well-engineered, innovative products for the marketplace with consistent and fair pricing channels for our resellers. ATI is aware that our valued distributors, dealers and engine builders invest a lot of time and resources into educating the public about ATI products, training staff, and providing customer support services. ATI is committed to supporting these actions, as well as supporting a robust distribution channel for our resellers with a profitable outcome for all parties.

In an effort to assure the above, ATI has implemented a Unilateral Price Policy (UPP) with a Minimum Advertised Price Policy (MAP) as well as a Minimum Resale Price (MRP) for all Resellers both in the United States and Worldwide.

ATI continuously monitors advertisements, catalog and internet pricing for violations of this policy. We will have full discretion to discontinue business with any reseller that intentionally advertises, fails to immediately correct, or does not adhere to ATI's MAP and/or UPP and MRP Price Policies.

## **POLICIES DEFINED**

**Unilateral Pricing Policy (UPP)** - UPP sets a minimum B2B resale price for all ATI dampers (MRP – Minimum Resale Price). This policy is designed to curb price slashing among Business-to-Business retailers, enabling them to remain profitable in this highly competitive environment. In order to remain in good standing, ATI resellers must advertise and sell all products at, or above, MRP price which is in our printed and on-line price list.

**Minimum Advertised Price Policy (MAP)** - MAP is established at ATI's "Jobber 2" price level, which is in our printed and on-line price list. This is the price at which no distributor or reseller of ATI's product may advertise below to the general public.

**Minimum Resale Price Policy (MRP)** - The Minimum Resale Price is the minimum price at which any reseller may sell ATI's products.

**Reseller Defined pertaining to UPP** - This includes, but is not limited to jobbers, retailers, on-line dealers, warehouse distributors, auction sellers, auction sites or any other Business to Business platform. A reseller is also considered to be anyone that uses ATI's trademarks in connection with the advertisement, offering for sale, or sale of ATI's goods, whether such use is with or without ATI's consent.

**Reseller Defined pertaining to MAP** - A reseller constitutes any merchant that sells to any mass consumer or to the general public via public sales channels including but not limited to, print, direct mail, email, website, Instagram, Facebook, Messenger, or any other in-person or E-commerce sales channel as well as jobbers, retailers, on-line dealers, warehouse distributors, auction sellers, or auction sites.

**Non Agreement** - ATI is not seeking agreement with our customers regarding their adherence or compliance with either Policy; each customer must make its own decision whether or not it wishes to comply with the Pricing Policies. This policy is non-negotiable nor is it an agreement or contract between ATI and any party.

## **POLICY VIOLATIONS**

A violation is defined as the advertisement or sale of an ATI product(s), below the stated MAP or UPP/MRP Price.

This includes:

- Bundled items at a price below the aggregated MRP of the individual items.
- Advertising on a website with ambiguous pricing such as: "See Price in Cart", "Make Offer", "Bid", rebate funds, customer specific funds, or "Instant Message me for pricing".
- Reselling ATI products on-line without providing contact information, including a phone number and an email address.
- Failing to permit ATI to audit sales invoices, product inventory and product inventory records for sales of ATI products within two (2) business days of a request to do so by ATI.
- Selling product to any Reseller on the ATI DNS (Do Not Sell) List. Reselling any or all of the ATI product line to any Internet reseller who is in non-compliance with the terms of this Policy and/or listed as non-
- Any sale that ATI determines is intended to circumvent ATI price policies.

ATI sales personnel have no authority to modify or amend the Policies.

ATI will give at least thirty (30) days advance notice of any changes to the Policy.



## Pricing Policies (cont.)

### RESERVATION OF RIGHTS:

ATI reserves the right to immediately and indefinitely discontinue selling its products to specific customers who are in violation of the Policies. In such cases, ATI shall, without advance notice and without liability, immediately cancel all orders and refuse to accept any new orders for any or all of the products from said customer.

#### *What are the penalties for a violation(s)?*

Once a violation is discovered, the reseller will automatically be penalized in accordance to their first, second or third offense.

#### **1. Penalty for the First Notification of Violation:**

Direct Accounts will lose the privilege to purchase the specific product found to be in violation for (30) days.

Non-Direct Accounts will be added to the Warehouse Distributor "Do Not Sell" list and lose the privilege to purchase the product found to be in violation for (30) days.

#### **2. Penalty for Second Notification of Violation:**

Direct Accounts will lose the privilege to purchase the product found to be in violation for (30) days and ALL other products in the product's family.

Non-Direct Accounts will lose all rights to ATI's intellectual properties and will have two (2) business days to remove them from their website.

#### **3. Penalty for Third and Final Notification of Violation:**

Direct Accounts - Immediate action must be taken to remove all ATI products from the website. The following will be revoked immediately and remain in effect for 365 days:

- all ATI intellectual property rights
- any privilege to purchase any and all ATI products
- no eligibility to receive the volume sales price incentive
- the privilege of being listed on the ATI dealer locator

Non-Direct Accounts will immediately be placed on the ATI "Do Not Sell" list plus immediate removal all of ATI's product line from all sales channels and all ATI intellectual property rights will be immediately revoked.

### EXCEPTIONS

1. ATI reserves the right to occasionally permit sales of its products in connection with promotions or limited periods of time that might otherwise violate the terms of the Policy and consider them to be exceptions to the Policy.
2. Promotional items, including decals, apparel, posters, banners, etc. are exempted from this Policy.
3. ATI will allow 45 days after distribution of price changes for those increases to be posted by each reseller before there is a conflict with this Policy.
4. ATI may, at its discretion, exclude certain part numbers and/or proprietary part #s from enforcement under this Policy.

While each customer ultimately remains free to advertise or resell the ATI product line at any price it chooses, ATI will be enforcing this Policy uniformly and strictly.

### OTHER TERMS:

This Policy supersedes any other policy in effect by ATI. ATI may modify, suspend, discontinue or rescind this policy in whole or part at any time. A notice of same will describe any modifications, duration of time in force, changes, etc.

If there is a disagreement over any terms in this policy, ATI interpretation shall always prevail.

- ATI shall always have the right to change the Minimum Retail Price for any product(s) or to add or delete any of the products subject to this agreement and ATI will communicate said changes to our Resellers.
- If violations cause an audit by ATI of any Reseller's ATI purchase account in order to verify compliance and Reseller is out of compliance with these policies, then any audit after the first audit will be charged to the Reseller. Any reseller who is in compliance will not be charged for an audit.
- ATI reserves the right to permit sales of its products for specific periods of time which would otherwise violate the terms of this agreement but in this case will be considered exceptions to this policy by ATI.

**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
- 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.
- Technical assistance by our knowledgeable staff.

**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 \$15,000 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 3.)

**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. See page 2.

**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 \$15,000 your shop will then qualify as full Warehouse Distributor and you can now order individual dampers except for Fast Movers.

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

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

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

A Yes!

**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. Fast Movers are never sold individually at WD pricing.

# More Frequently Asked Questions

**Q** *If I just ordered 10 dampers and a few days later I needed 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** *Does ATI make custom dampers?*

A Yes! ATI's engineers can custom manufacture an ATI Super Damper to fit almost any application. In some cases, we will need you to supply us with a stock damper for measurement. Lead times and prices vary depending upon the application. We have built dampers for various engines, from Ferrari & BMW to John Deere and Massey Ferguson. If you'd like us to make a damper for you, contact our sales department to speak with one of our damper techs. Custom Damper applications are available on our website (<https://www.atiracing.com/pdf/custom-damper-form.pdf>) or by emailing our sales team, [sales@atiracing.com](mailto:sales@atiracing.com).

**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. 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 ([www.atiracing.com/pdf/ATI-converter-overhaul.pdf](http://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 best 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 \$12.00 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](mailto: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, 6718 Whitestone Road, Gwynn Oak, MD 21207 Attn: Dealer Programs

**Fax to:** 410-298-3579      **Email to:** sales@atiracing.com

Company Name: \_\_\_\_\_

Owner(s) or Principal(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

\_\_\_\_\_  
Print

\_\_\_\_\_  
Print





# Confidential Credit Application for a Business

6718 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 and any required documentation by email to [accounting@atiracing.com](mailto:accounting@atiracing.com), by fax to (410) 298-3579 or mail to the address above.

**\*\*We do not accept credit card payments for open accounts!\*\***

For COD with a Company Check     For Open Account (Net 30)    Date: \_\_\_\_\_

### COMPANY INFORMATION

Business Name: \_\_\_\_\_ DBA: \_\_\_\_\_  
Street Address: \_\_\_\_\_ City: \_\_\_\_\_  
State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_ Website: \_\_\_\_\_  
Email invoices to: \_\_\_\_\_

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

Doing business as a (check one):  Corporation     Partnership     Sole Proprietor     Other \_\_\_\_\_

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

<u>Name</u>	<u>Home Address:</u>	<u>SS#</u>

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: \_\_\_\_\_  
Resident Agent for Service: \_\_\_\_\_  
Gross Sales: \_\_\_\_\_

### BANK REFERENCE

Name: \_\_\_\_\_ Checking Account #: \_\_\_\_\_  
Address: \_\_\_\_\_ Savings Account #: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Business License #: \_\_\_\_\_ Registered Under (Name): \_\_\_\_\_

### FINANCIAL INFORMATION

As of (Date) \_\_\_\_\_ Yearly Sales: \$ \_\_\_\_\_ Credit Line Needed: \$ \_\_\_\_\_

Are you tax exempt? #: \_\_\_\_\_ **You must attach a copy of your tax exempt certificate to this application!**

**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: \_\_\_\_\_

Corporate Seal

Treasurer: \_\_\_\_\_

Secretary: \_\_\_\_\_