



Open the door to new customers!

How would you like to reach qualified prospective customers in the service station, auto repair and convenience store businesses, for literally *just pennies* per lead?

Many of the people you want as customers are members of Automotive Trade Organizations of California (AuTO-CA). **They need to know about you, and you need to reach them.**

AuTO-CA's members extend across all major gasoline brands and include Smog Check facilities, repair shops, retail operations for accessories, and convenience stores. Together they comprise the oldest association of its kind in California. Nearly all are independent dealers – not oil company-owned stores – and many have more than one location. They are small businessmen and women who are very busy running their stores, taking care of their families and active in the community. Often, the best way to reach them is as a member in their association.

We invite you to join AuTO-CA and participate in our activities. As an Associate Member, you receive the following benefits:

- ◆ Upon joining, a complimentary ¼-page ad will be printed in our newsletter announcing your company as an Associate Member and describing the products or services you provide.
- ◆ Subsequent advertising in *AuTO Business* newsletter is available to Associate Members at a 50% discount.
- ◆ With prior arrangement, your company may choose, at your expense, to provide marketing materials to be inserted with the newsletter mailing. Contact our professional staff for details.
- ◆ Announcements of membership meetings and activities that provide opportunities for additional networking.

Should you wish, you may support AuTO-CA further by sponsoring meetings or events. We will be happy to discuss your ideas and find ways for you to market your product or service.

Annual dues for Associate Members are only \$250.00. And, unlike many other organizations, AuTO-CA does not sell or trade its membership list so you receive the full value of your dues.

To join AuTO-CA, complete the reverse and mail it, with your check or credit card information **TODAY!**

Come on in. We've been expecting you!

AUTO-CA is your doorway to new customers!

Associate Member Application

Please type or print clearly:

Company Name _____

Contact _____ **Title** _____

Address _____

City _____ **County** _____ **State** _____ **Zip** _____

Phone _____ **Fax** _____ **E-mail** _____

Please briefly describe the product(s) or service(s) your company sells:

Is the company shown above a division or subsidiary of another entity? _____

If so, please provide name and address of corporate headquarters

Enclosed is our check in the amount of \$250.00 or credit card information

MasterCard Visa

Card Number _____ Expiration Date _____

Signature _____ Date _____

Our goal is your success!

AUTO-CA

Automotive Trade Organizations of California

Main Office: 25255 Cabot Road, Suite 203, Laguna Hills, CA 92653-5088
(949) 583.2886 • (800) 432-3083 • FAX (949) 583.2880
www.autoca.org