



“The Pride of Britain”

The British Performance and Racing Industry Association encompasses the best of British companies within the racing and high performance road car industries.

High value brand association.

The BPRIA stands as a beacon for high quality and integrity, which welcomes members who meet or exceed the standards for entry and become part of an elite few.

Prominent visibility enhances awareness.

The BPRIA is undertaking a marketing campaign which initially includes press releases, magazine advertising, links to owners clubs and forum interaction. These activities enhance client awareness of BPRIA members and their businesses to add value.

Minimum standards means maximum rewards

The BPRIA insists on a Code of Conduct from its members to maintain the minimum levels of standards that clients should expect, which is consequentially more attractive to higher value clients.

Differentiation provides enhanced value.

In an industry that is plagued by poor and average quality companies, the BPRIA stands alone in providing an umbrella organisation which focuses on high levels of competence, delivery and integrity.

The logo is a sign of quality.

BPRIA members can proudly display the logo within its promotional material to announce their attainment of BPRIA status.

Conflict arbitration reduces costs.

An impartial third party mediator can assist in clearing a path to difficult solutions outside of costly litigation procedures.

A cost effective strategy.

As a non profit making organisation the BPRIA only seeks to cover its costs, therefore the membership fee of only £30 plus vat per week provides exceptional value.