



## “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.