

Multiple Time Winner Of The SEMA  
Warehouse Distributor Of The Year Award



Worldwide Wholesale Distributor Of Racing Equipment,  
High Performance Automotive Parts And Accessories



# Serving your Needs

Our entire sales force, Domestic and International, will treat you with honesty, integrity and fairness. Their friendliness and years of "hands-on" involvement in the hot rod industry are your links to our vast warehouse inventory.



## Domestic Sales

Fielding sales calls from customers located in all fifty of the United States is the responsibility of Motor State's Domestic Sales associates. From East to West, North to South, they offer expertise, products and services, important benefits for any high performance speed, machine or fabrication shop.



## International Sales

Extending Motor State's expertise, products and services beyond the boundaries of the United States, all around the world in fact, is the responsibility of the Motor State International Sales associates. They can arrange shipping right to your door, or you may use your own forwarding company. Our domestic freight policies will be applied when shipping within the U.S.



## Customer Service

As a Motor State customer, you can expect only the highest quality merchandise and the most courteous, expedient service. When something goes wrong, following up is the job capably handled by our Customer Service representatives who are dedicated to alleviating any problems that may arise after the purchase



## New Accounts

Motor State makes the process of becoming a customer as quick and as easy as possible. Becoming a Motor State customer is as easy as contacting our New Accounts Department. Call (800) 772-2678 Ext. 250 and we'll be happy to send out the necessary applications. You may also access these forms right on our website at [www.motorstate.com](http://www.motorstate.com)



Your needs are important to us. Great customer service means a smooth, trouble-free transaction from beginning to end.



# We are here for you

Our goal is to make your job easier and your business more profitable. With this in mind, we offer you several practical methods geared for your success.

## Electronic Tools – eTools

Motor State offers several innovative electronic “tools” - eTools – to make your daily business easier and more productive. In today’s business world, Internet presence and mobile site access are the keys to increasing business.

## Price Guide Pro™ 7

This revolutionary program makes it possible for you to log in to our computer system 24 hours a day seven days a week to check inventory, use our interactive Wholesale Price Guide, and place orders online (even drop ships and special orders)!



## e-Flyer™

Web-only advertised eSpecials are updated often. You can create your own personalized, PDF handout to highlight each eSpecial. Log on to the Web eSpecials Page and click on “Create A Flyer For This Item.” Start promoting your business today!



## eLine Card™

Your business needs its own line card! Available on our website, eLine Card allows you to create your own vendor line card which will include the latest data on over 550 brands. It will be just like our own vendor line card, but it will include your business name, logo and phone number. The process is easy and we’ll show you every step involved.

## eFlyer Pro™



With eFlyer Pro™, the bi-monthly Motor State Sale Flyer can be customized to make it your very own. Our eFlyer Pro™ tool allows you to take our sale flyer and personalize it with your business name, web address, sale dates and contact information. We include retail pricing as a guide, but you can change the pricing and even create a non-editable PDF to post the flyer to your website. It’s easy! Just download the eFlyer Pro™ PDF, fill in your information, save the file and then print out or post your own sale flyer.

## New Product Video Information

Many new product videos are currently available on our website. The result of collaborative efforts among our sales staff, manufacturers and their representatives, these videos may be used to provide “factory” training to your own sales personnel.

## Motor State Mobile Sites

Mobile technology is increasing at a rapid rate. Motor State now offers product and pricing information on mobile sites that can be accessed 24/7 from any smart phone. Check our website periodically for mobile updates.



## Online Custom Order Forms

A visit to the Motor State website can also provide you with PDF format Custom Order Forms for everything from axle shafts to racing uniforms. You can also access our comprehensive MSDS (Material Safety Data Sheet) library.



Keeping the latest parts and accessories in stock for Circle Track, Drag, Open Wheel, Hot Rod, Street and Performance, Engine Builder, Truck, Safety Apparel and Accessories

# Well informed is well prepared

The most successful businessman is the one who has the most informational resources at his fingertips.



## Catalog And Information Support



Our in-house Advertising and Promotional Department creates several publications to assist you in selling high performance automotive products. We currently publish, and update regularly, eight full color specialty catalogs that cover every aspect of the motorsports spectrum.

- Circle Track Parts And Accessories Catalog
- Drag Race Catalog
- Engine Builder Catalog
- Street Performance Catalog
- Open Wheel Catalog
- Hot Rod Parts And Accessories Catalog
- Truck Performance And Off-Road Catalog
- Allstar Performance Catalog



## Other Publications Just For You

Motor State's Annual Jobber Price Guide contains timely pricing information on over 75,000 items.



The bi-monthly Sale Flyer offers special pricing as well as updates on new products.

The Performance Report is a bimonthly newsletter offering sales and marketing insights, timely industry updates and new product information.



## As Our Customer...

You have the option of purchasing our catalogs imprinted with your business name on the cover for a nominal fee.



# **Motor State Is A Full Service Distributor Geared To Your Needs!**

*We've been preparing for your patronage for nearly 50 years*

## **Facility And Fulfillment**

*Our 153,000 square foot facility uses the latest inventory control and shipping technology, ideal for the rapid distribution of high performance automotive parts and accessories. Real time inventory updating allows products received from vendors to be turned around and shipped to our customers the same day. A high level of inventory accuracy enables our professional warehouse staff to quickly and efficiently fill and ship every order.*

## **Inventory Management**

*Radio Frequency (RF) equipment makes it possible to efficiently and accurately check in and route products to the proper shelf locations within the distribution center. Coupled with employee diligence, RF technology has enabled inventory accuracy levels above 99.7% for over 75,000 SKU's.*



## **Shipping**

*Motor State warehouse team members pull orders and utilize the industry's most modern packaging methods and shipping equipment. Orders depart for customers the same day they are received.*



## **Logistics**

*We work closely with freight carriers and parcel delivery companies to expedite orders in the most efficient and economical manner. This means keeping close tabs on shipping timeliness and rate fairness so that your orders will arrive quickly with the best shipping rates. Our logistics team also fields a fleet of modern, brightly painted delivery trucks that service customers throughout the Midwest.*



**We've grown with the high performance industry for nearly 50 years and will continue to serve you with the high standard of service you deserve!**

# Allstar Performance

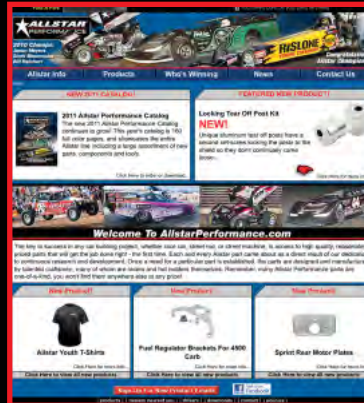
A high profit, well engineered product line just for you.



## Allstar Performance Division

The Allstar Performance Division continues to grow with the addition of new and innovative products to help hot rodders and racers perform their jobs more efficiently and safely. Many Allstar Performance products are designed, engineered and fabricated by artisans who are racers themselves. When you add Allstar products to your inventory, you can be assured that they will be a big boost to your product depth, and to your sales and profit margins as well.

The Allstar Performance catalog covers 150+ pages of racing components, tools and pit equipment, many of which are one-of-a-kind items unavailable from any other source. Keep abreast of both new and existing performance products at the extensive Allstar Performance web site. Product information, photos and instruction sheets are all available for viewing on each and every item.





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8300 Lane Drive, Watervliet, MI 49098  
Phone: 269-463-4113 Toll Free: 800-772-2678 Fax: 800-772-2618  
[www.motorstate.com](http://www.motorstate.com)