

## THE COMPLETE SOLUTION...

These members of Classic Performance make up the CPP Dealer Support Team. With over 50 years of combined experience between these guys, along with the support of the rest of the 65 employees, we are committed to you!

## Highest Level of Support

The CPP Dealer team has one goal – provide you with excellent customer service. We can assist you with pricing, stock checks and shipping quotes, as well as scheduling your shipments, special fulfillment requests and so much more. Got installation questions? We've got you covered! Our tech representatives have decades of experience in the field to give expert advice. CPP's Dealer team is here – from placing your order to any issues or concerns you may have with your shipments. To reach us, please use the dedicated mailbox (available 24/7) so we can address your questions promptly – [dealer@classicperform.com](mailto:dealer@classicperform.com).



## Competitive Pricing

We pride ourselves on offering high quality products at reasonable prices. Our pricing structures allow good profit margins for your company, no matter what your business model is. Even with the rising costs in manufacturing, we are finding ways through modern technology and improvements in manufacturing capabilities to result in effectively producing higher quality parts that cost less – and we pass these savings on to you.



## Keeping You Updated

We want to make sure that you are always in the know! Visit our "Newest of New" section on our website regularly to stay updated. Our quarterly dealer-only newsletter brings you the newest products we offer and the latest CPP news.

## Marketing Support

We can assist with marketing materials, product images for print or electronic media, banners and much more. CPP has an in-house art and marketing department that enables us to prompt and full support to our dealers. If you have a showroom, we offer a variety of custom-designed product displays that will show your customers all the benefits in choosing CPP (see page 134). We also offer a co-op advertising program that offers credit incentives. Please contact the CPP Dealer Team for more information.



## Recognized and Trusted Brand

CPP has been a recognized leader in the industry since 1991. Over 20 years later, we are one of the largest distributors of high quality brakes, steering and suspension products in the industry. Our CPP branded product line, like the 500 Series™ Power Steering Boxes, have been tested and proven to be a trusted modern alternative in over 25,000 classic cars and trucks on the road. Our products are featured in many restoration and performance magazines as testament to the value you are getting with our name. Your customers will Ask for it by Name!

## Ease of Installation

Our build and assembly processes take place in-house by a team of highly-trained individuals who have extensive experience and are dedicated to producing only the finest products



Technical Guide with most of our kits to assist you and your customers. With decades of knowledge in the restoration field, we have compiled installation tips with pictures and answers for common brake and steering questions like how to bleed your system, how to diagnose brake problems, how to put parts together, understanding common torque spec sizes and more. This guide is available online on our website or in print.

## Innovators in the Industry

Our Engineering and R&D departments work closely with our machine shop in designing the latest products on the market today. We evaluate consumer feedback regularly as we update our product lines to ensure we are producing and promoting parts that are beneficial in this industry. Most of our products are designed, engineered, assembled and road-tested in-house for the utmost quality control.



Dear Valued Customer,

Whether you are new to CPP or have partnered with us for many years, we would like to say thank you. We wouldn't be where we are today without you and your continued support. The CPP team is committed to providing you and your customers with high quality products, competitive pricing, and outstanding customer service. Supporting your business is our goal!

We are continually striving to meet the needs of our dealers by developing new products and adding valued improvements to our existing line. In that effort, we are excited to debut our newest Dealer Catalog, Volume 7. This 188-page catalog is packed full of our newest products, including our HydraStop™ Hydraulic Brake Assist System and our Stock Style Offset Arms.

We encourage you to contact us if there is anything we can do to assist you with your steering, brakes, and suspension needs. We have created many different programs to enable us to accommodate whatever your business needs may be. We know how valuable your time is so we have made contacting us even easier via our dedicated Dealer Team and our dedicated Dealer Mail Box. If you need quick technical support, we have a robust website available to you and your customers 24 hours a day, 7 days a week. The "Need Help" section of our website is packed full of easy to access technical articles, instructions sheets, installation and trouble shooting guides, and so much more!

As always, we welcome your feedback and we are committed to earning your business. Thank you for allowing us the opportunity to do so.

Sincerely,

Jim Ries,  
President

possible. We make sure that we offer the most complete kits on the market. Our kits come with all the components necessary, including premium hardware and installation instructions to make every build easy for you and your customers. We also include our Disc Brake and Power Steering Installation and



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