

Make Money Selling
Subaru
Performance
Tuning Parts

If you haven't journeyed into the realm of selling and installing Subaru Performance Tuning parts, you're missing a great way to increase your profits and create new business opportunities.

Sport tuning has become a nationwide phenomenon. It's the fastest growing facet of the automotive industry. All across the country, drivers are "tuning" their rides into personalized dream cars.

The Specialty Equipment Market Association (SEMA) says nearly \$11 billion will be spent on add-on performance components, appearance items, tires and wheels this year. Each November, SEMA's huge show in Las Vegas attracts more than 100,000 people from over 100 countries. A large part of the exposition is devoted specifically to the tuner market.

As the tuner market continues to grow, more and more Subaru owners are turning their daily drivers into customized high-performance machines. They want the basic value, dependability, safety and all-wheel drive of a Subaru vehicle – but with additional horsepower, handling and appearance aspects. It's all about personalization.

Using Subaru Performance Tuning (SPT) parts allows your customers to personalize their "baby" without

compromising the integrity and quality of their Subaru vehicles. While there are a lot of products in the marketplace, only Genuine Subaru Performance Tuning parts are designed to function properly and safely on Subaru vehicles.

If you have not been selling and installing Genuine Subaru Performance Tuning parts to your customers, now is the time to start. Subaru of America, Inc. has made it easy for you to enter this lucrative market and get your fair share of the business.

The SPT collection includes performance parts manufactured by the top companies in performance engineering: STI, Bosal, KYB, Eibach, HKS and others. These high-quality parts are designed and selected as the best for use on your customers' vehicles. While many of these parts are dedicated to the hot WRX and even hotter WRX STI, many more can be used on other Subaru models.

Getting Started

You can easily begin your foray into the profitable business of selling and installing Genuine Subaru Performance Parts with some of the products described here. First, make contact with your local Subaru N.E.W. Horizons dealer to discuss the cost and ordering procedures for the parts. Catalogs and

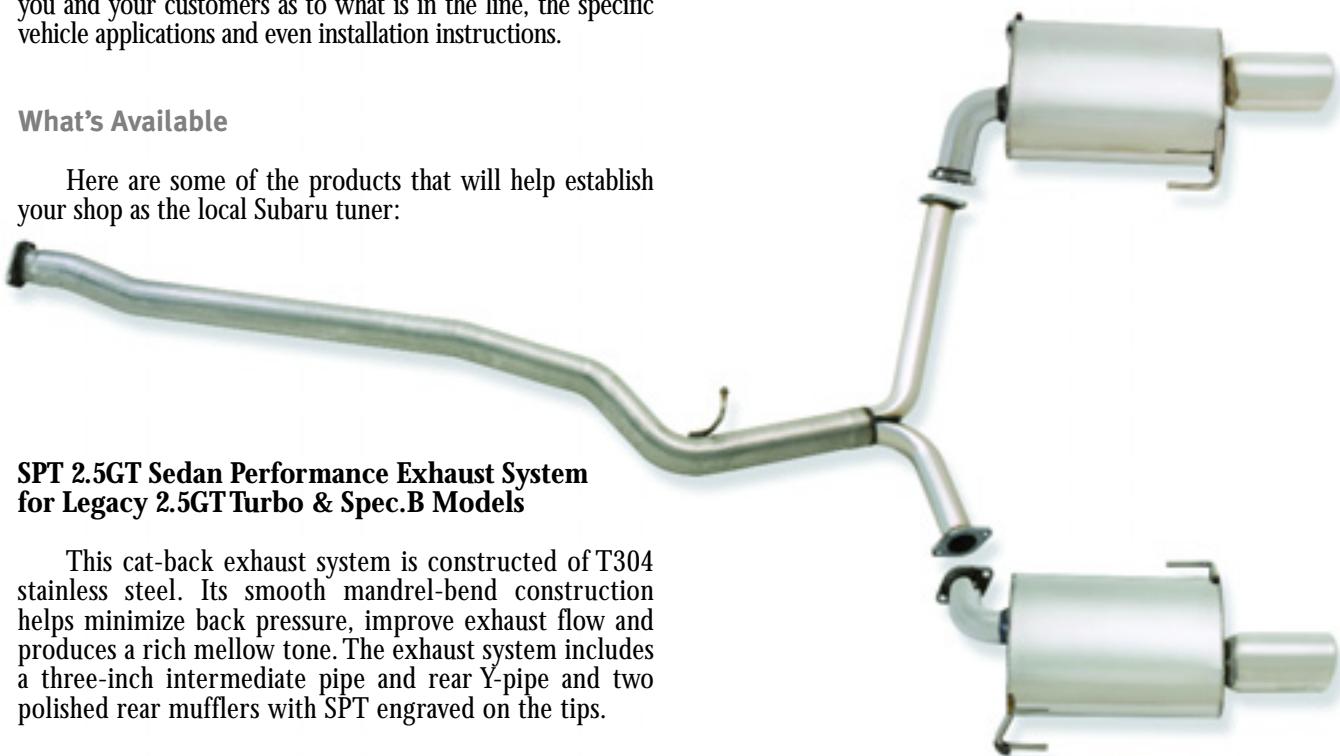
descriptive sheets are available to better inform and educate you and your customers as to what is in the line, the specific vehicle applications and even installation instructions.

What's Available

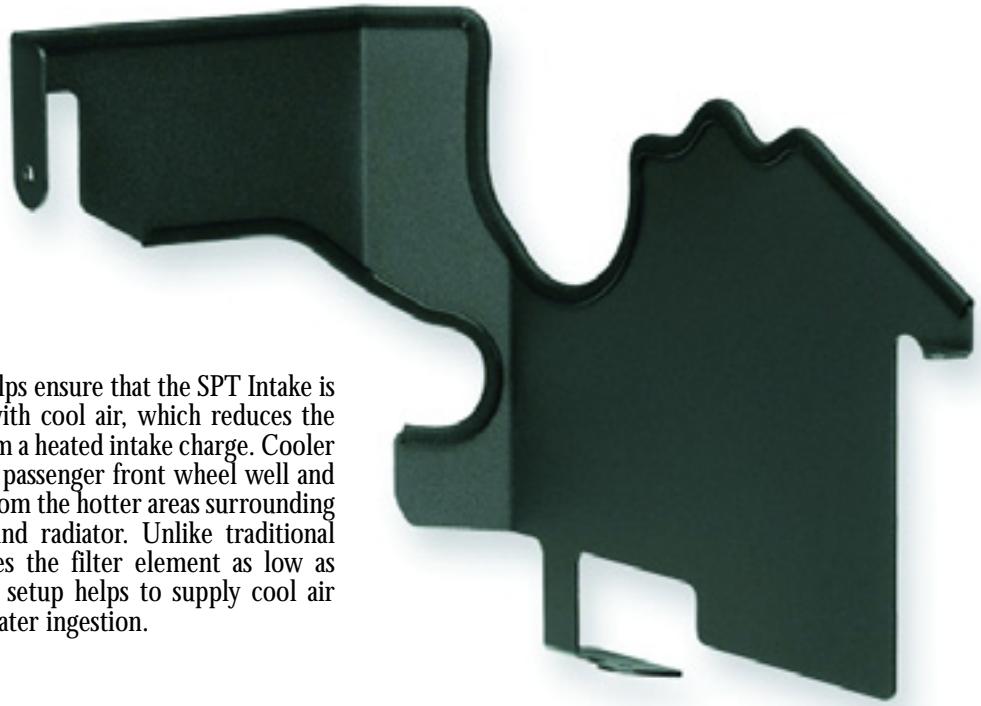
Here are some of the products that will help establish your shop as the local Subaru tuner:

SPT 2.5GT Sedan Performance Exhaust System for Legacy 2.5GT Turbo & Spec.B Models

This cat-back exhaust system is constructed of T304 stainless steel. Its smooth mandrel-bend construction helps minimize back pressure, improve exhaust flow and produces a rich mellow tone. The exhaust system includes a three-inch intermediate pipe and rear Y-pipe and two polished rear mufflers with SPT engraved on the tips.



Performance Tuning Parts



SPT Heat Shield

The SPT Heat Shield helps ensure that the SPT Intake is able to supply the engine with cool air, which reduces the loss of power that comes from a heated intake charge. Cooler air is drawn from inside the passenger front wheel well and behind the headlight – not from the hotter areas surrounding the turbocharger, engine, and radiator. Unlike traditional cold-air intake, which places the filter element as low as possible in the vehicle, this setup helps to supply cool air while limiting the risks of water ingestion.

SPT High Flow Air Intake System

The SPT High Flow Air Intake is constructed of 319 die cast aluminum and manufactured to ensure the smoothest high-flowing bends. Each system includes a silicone-reinforced boot, anti-vibration mounting system, stainless steel T-bolt clamps and an SPT four-layer cotton gauze filter with a built-in velocity stack for smooth air flow. The intake

is coated in a new gunmetal gray textured powder-coat finish. Installation of a High Flow Air Intake System will result in increased turbocharger and diverter valve air flow sounds during operation. This condition is indicative of normal operation.



2.5GT & XT



WRX & STI

Performance Tuning Parts

Other Subaru Performance Tuning Products

SPT Strut Tower Braces

These high-strength aluminum bars increase chassis stability by providing additional stiffness to the front and rear upper suspension area. They are intended for off-road use only.



Front Strut Tower Brace



Rear Strut Tower Brace

SPT Performance Exhaust System for WRX & STI Models

This large-diameter, three-inch stainless steel construction kit replaces the stock intermediate pipe and muffler, resulting in enhanced exhaust sound and performance.



SPT Radiator Shroud

This shroud increases the air flow across the radiator for improved cooling. It's made of polished stainless steel and includes an SPT logo plate. It fits all 2002 through 2007 WRX and STI models.



Performance Tuning Parts SPT Turbo Heat Shield

This polished stainless steel shroud protects against accidental burns from the hot turbocharger. Highly attractive, it displays a warning symbol and the SPT logo plate.



All Subaru Performance Tuning Parts, such as this intake kit, include all parts and instructions needed for the job.



SPT Parts Website

Subaru of America, Inc. maintains a website dedicated to the company's performance parts and accessories. You can visit the Subaru Performance Tuning website at www.spt.subaru.com for details on products, product applications, technical and installation information, or to locate your local Subaru N.E.W. Horizons Dealer. Additional Subaru technical information can be found on the Subaru Technical Information System website at <http://techinfo.subaru.com>.

Catalogs & Descriptive Sheets

SPT catalogs and descriptive sheets to inform you and your customers are available from your local Subaru N.E.W. Horizons Dealer.

As the desire of Subaru owners to personalize their vehicles with performance products increases, it's definitely time for you to tap into this profitable market and provide for their needs. Don't miss the chance to raise your level of income and establish your business as a "Tuner Shop" by selling and installing Subaru Performance Tuning parts. ■