



Associate Membership Application

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Tom Peacock Nissan Cadillac, Inc.

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Community Honda Kia Toyota

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Chastang Ford

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Gullo Ford of Conroe

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Jeff Haas Mazda

JIM JANKE
Tommie Vaughn Ford

VIRGIL SKINNER
Fort Bend Kia

MIKE SMITH
Russell & Smith Ford Honda Mazda

CARY T. WILSON
Ron-Carter Autoland

STEVEN WOLF
Helfman Dodge Chrysler Jeep Ram
Fiat Ford Alfa Romeo Maserati, Inc.

ASSOCIATE MEMBERSHIP

Associate members are a valued part of HADA's membership and receive a number of benefits. Associates are invited to attend HADA luncheon meetings, are listed in the official HADA directory and receive HADA newsletters and bulletins. Associate members also receive an invitation to the Houston Auto Show Preview Night Gala and have exclusive opportunities to advertise to dealers and sponsor selected events.

AUTO SHOW

HADA produces the Houston Auto Show...Texas' largest automotive event for consumers to explore the newest vehicles coming to market. Funds generated by the Auto Show benefit HADA initiatives such as the Motorist Assistance Program, the HADA Scholarship program and other community related projects. Associate members often see this event as a great source of advertising and the most direct way to network with dealers.

CONSUMER RELATIONS

Because of HADA's community visibility, consumers frequently contact the Association as their first step in lodging a complaint. The HADA staff provides assistance and guidance toward satisfactory resolution, often averting the filing of formal complaints with the Better Business Bureau, the Attorney General, the District Attorney or individual lawsuits.

GOLF CLASSIC

This popular golf outing is held each spring for dealers to build comradery and network among peers. Associate members are welcome to participate in this event as sponsors through financial or in-kind donations. With sponsorships, associate members are also invited to play in the tournament among dealers.

GOVERNMENT RELATIONS

HADA has an active legislative affairs program. Dealer members and staff are actively involved in legislative issues affecting franchised automobile and truck dealers.

HADA NEWSLETTERS

Through quarterly HADA Today E-Newsletters, members are informed about key issues within the industry and community news. Dealers also receive a quarterly 'Houston Auto Market News' featuring a local sales report. Association members have opportunities to be featured in HADA Today as well as to advertise their services.

MEDIA RELATIONS

Often HADA is called upon by local radio, television and newspapers personnel for information and facts relating to the automotive and truck industry.

MEETINGS

HADA provides an opportunity for inter-dealer relations through regular membership meetings. HADA also provides dealers with periodical educational programs in conjunction with the Texas Automobile Dealers Association.

MOTORIST ASSISTANCE PROGRAM

A unique program to assist stranded motorists on Houston freeways is sponsored by HADA. The Motorist Assistance Program (MAP) consists of trucks driven by sheriff's deputies sixteen hours per day. The program is administered by the Harris County Sheriff's Department and funded by the Houston-Galveston Area Council, Texas Dept. of Transportation, Harris County and HADA.

PUBLIC RELATIONS

HADA public relations thrust is threefold: 1) to be involved in image building projects promoting the automotive industry and its member dealers, 2) to focus attention on the collective civic and community activities in which individual dealers participate and, 3) to coordinate a speakers bureau providing knowledgeable and articulate industry representatives when requested.

SURVEYS

HADA periodically conducts surveys on important issues. Members report that survey results are a source of valuable information.

TADA/NADA LIAISON

HADA works closely with the state and national associations. Projects and activities of TADA and NADA are supported and coordinated with HADA.

Houston Automobile Dealers Association

P.O. Box 16550, Sugar Land, Texas 77496-6550 / Phone: (281) 980-3434 / Fax: (281) 980-2608 / E-Mail: info@houstoncardealers.com
www.houstoncardealers.com



Associate Membership Application

Having mutual interests and close relationships with franchised new car and truck dealers of Metropolitan Houston, we hereby make application for Associate Membership in the Houston Automobile Dealers Association.

_____ Company Name		(Area Code)	_____ Phone Number
_____ Company Mailing Address	_____ City	_____ State	_____ Zip Code
_____ Company Physical Address	_____ City	_____ State	_____ Zip Code
_____ Designated Representative			_____ Title
_____ Principal Business Activity			
_____ Signature		_____ Date	
_____ Title		_____ Email address:	
_____ (Area Code) Fax Number		_____ Website address:	

**Mail application with a check for \$500 for annual dues to:
Houston Automobile Dealers Association
P O Box 16550
Sugar Land, Texas 77496-6550
Phone: (281) 980-3434**

Please list four dealerships you are currently doing business with and list the name of the person we should contact at the dealership for a reference.

- | | |
|---|---|
| 1. _____
Dealership

Person to contact | 2. _____
Dealership

Person to contact |
| 3. _____
Dealership

Person to contact | 4. _____
Dealership

Person to contact |