



DEALER AFFILIATE PROGRAM

Support the AMA. Support your customers. Protect our industry. Make extra money.

The American Motorcyclist Association's Dealer Affiliate Program allows motorcycle dealerships and businesses to make some money while helping to protect motorcyclists' right to ride and race.

Our Dealer Affiliate Program easily helps customers become AMA members and be a part of a grassroots movement to stop antimotorcycling laws across the country right now. More members mean more political clout, which helps protect riders and the entire motorcycle industry--including dealerships and aftermarket businesses.

The program is simple. You place an AMA link on your website that contains a tracking code that recognizes anyone who joins or renews with the AMA. For every new AMA member who signs up through your link, **you get \$5**. For every AMA member who renews, **you get \$2.50**. Also, participating businesses are placed on our "AMA Dealer Salute" webpage, with gratitude for their support.

This support goes toward a membership-based grassroots effort to fight anti-motorcycle legislation such as motorcycle-only checkpoints, untested E15 ethanol fuel, insurance discrimination, recreational vehicle land closures and many more issues that threaten our industry.

Get Started

Step 1: Call 1-800-AMA JOIN or go to <http://www.amajoin.com/affiliate/Dealer/SignUp.aspx>

Step 2: We'll send you an email with your link, loading instructions, embedded tracking code and contact information.

Step 3: Follow the simple instructions to copy and paste the code into your website's content management system. The AMA link will appear on your website.

Step 4: When customers click through the AMA link and join, the business gets \$5 for each new member and \$2.50 for each renewing member. Your tracking code can also be used on any e-newsletter, email or any other communication, and you can get credit for members who sign up.

Step 5: A check will be sent out each quarter for each member who joins or renews through the website. Participating businesses' name and website link will be proudly placed on the "AMA Dealer's Salute" webpage at AmericanMotorcyclist.com.

For more information:

AMA's Dealer Affiliate Program is easy to join and costs nothing: Call (800) AMA-JOIN, or sign up online at <http://www.amajoin.com/affiliate/Dealer/SignUp.aspx>.