



The new standard in steering wheels

# TAKE THE 3 WHEEL CHALLENGE!



**\*\$74.98 Retail**

**\*\$154.98 Retail**

**\*\$69.98 Retail**

Wheel # 36-5431  
Button # 11-1524

Wheel # 14-4337  
Button # 11-1024

Wheel # 14-4331  
Button # 11-1024

**\*Horn Buttons sold separately**

**Take the GT Performance 3 Wheel Challenge and get back in the wheel business and get back to making money...**

- **Steering Wheels are an Impulse buy, you must stock and display to sell.**
- **The GT Challenge includes 3 of our most popular designs, product stands and all materials necessary to display.**
- **Free Freight (lower 48 states) on 3 Wheel Challenge Pack part number: 9001**
- **Make 30% Gross Margin with this line! Pricing Policy Protected.**
- **180 days guaranteed sale through your GT Performance WD!**  
(Any product returned to your WD will be credited as individual product thru your WD).
- **Make GT your full line steering wheel source over 175 sku's in stock!**

**GT Performance is the new name in steering wheels, but not new to the business.** The Steering Wheel Experts at GT have over 40 years' experience in steering wheel design and manufacturing.

This being the first selling season for GT we have participated in many events across the country, supporting our customer's shows and consumer shows to expose GT's offerings to the end user.

***"We've listened and would like to share the following"***

1) We heard many jobbers say "We cannot get product and are happy to see product is now available and we are impressed with GT's quality, features and designs" One said "nice to see I can get steering wheels again but I do not stock them"

2) One jobber, **Morgan's Performance**, Walnut Creek, CA. said "His sales disappeared when the brand he was selling could no longer be supplied by his distributor due to the fact that the manufacturer could not fulfill orders to distributor and said he use to sell quite a few steering wheels" He then went on to say "You must have product in order to sell and you must display at eye level to create the impulse" He ordered a few wheels the next day and was back in the wheel business. To no surprise, the product sold and he continues to re-order from his distributor. Congratulations to Tim Morgan, he is now back in the steering wheel business and feel free to check-out Tim's business ([Click Here for the ink to his business story](#)).

3) During the consumer shows we attended, we were met with many of the same stories from customer's who say they cannot find available product or are dissatisfied with the product they see or have. We did display at these shows and accepted many orders. Most of the consumers who purchased a new GT Performance wheel already had a wheel on their car but were impressed by our quality, features and value for a premium product - **"The product sells"**.

**Part #9001 3 Wheel Challenge Includes:**



Qty	Part #	Description	Jobber	List
1	14-4331	Foam Polished/Hole Spoke	\$ 48.99	\$ 69.98
1	36-5431	Foam Polished/Slot Spoke	\$ 52.49	\$ 74.98
1	14-4337	Wood Polished/Hole Spoke	\$ 108.49	\$ 154.98
1	10-5006	Late GM Adaptor Hub	\$ 29.39	\$ 41.98
1	10-5002	Early GM Adaptor Hub	\$ 29.39	\$ 41.98
1	10-6004	Early Ford Adaptor Hub	\$ 33.59	\$ 47.98
1	11-1024	Std GT Logo Horn Button	\$ 27.29	\$ 38.98
1	11-1024	Std GT Logo Horn Button	\$ 27.29	\$ 38.98
1	11-1524	Hi Rise GT Logo Horn Button	\$ 27.29	\$ 38.98
3	060-2014	Catalogs		Free
3	061-2014	Jobber Sheets		Free
30	070-2014	Hero Cards (Series 1-3)		Free
9	TBA	Mounting Hardware		Free
3	TBA	Stands		Free
		Freight (lower 48 states)		Free
			Total \$ 384.21	\$ 548.82
<b>Gross Profit 30% \$ 164.61</b>				