

2022

WHOLESALE PROGRAM



HISTORY

THE ACTION CLUTCH STORY.

Action Clutch was founded in 1962 in Los Angeles, CA. Throughout the years, Action Clutch has been supplying the local LA natives with high quality rebuilds.

In the early 90's Action Clutch stepped into the Racing Industry and began providing the local racers with its unique hand assembled clutch kits. Fast forward to present day, Action Clutch has outperformed the competition with their innovative strategies on improving the quality and becoming the most cost effective high end product in the market.

Here at Action Clutch, we build and take time to provide products that will outperform the competition. In doing so, it has allowed us to work alongside innovative tuners and builders to not only be innovative and forward thinking, but to build trust and security for our customers. A clutch is an important piece to the puzzle, whether your car is making stock or high power, all components of the clutch is a big factor.



TECHNOLOGY

WHILE OUR COMPETITION SLIPS, WE STAY GRIPPING.

Our advanced engineering practices have allowed us to create various stages of product to handle all sorts of different types of abuse. We offer kits for your daily driver / mild bolt on vehicles all the way up to 1000+hp drag / drift dedicated vehicles.

Over the years, we have put a lot of focus on developing kits that provide less compromise than some of our competitors by ensuring we utilize only the best friction materials and components. All of our kits are SFI Approved, which is certification that our products are safe for racing by The SFI Foundation, Inc. Not only do our kits hold great power reliability, but there is less compromise on pedal feel as well as less concern running a sprung disc for higher powered applications.

All of our sprung kits come with our patented spring retainers which ensures that those springs do not pop out under high stress driving, preventing serious damage to your engine and transmission. Technologies like this are implemented by recognizing an industry wide issue, and creating & offering a solution to the masses as a standard option.



SFI Spec 1.1 Replacement Flywheels & Clutch Assemblies

SFI Spec 1.2 Multiple Disc Clutch Assemblies for Vehicles with Naturally Aspirated Engines

SFI Spec 1.3 Nitro-Methane Drag Race Multiple Disc Clutch Assemblies

SFI Spec 1.4 Methanol Drag Race Multiple Disc Clutch Assemblies

SFI Spec 1.5 Multiple Disc Clutch Assemblies for Supercharged, Nitrous Oxide-injected, and Turbocharged Vehicles

TECH SUPPORT

PROVIDING THE TOOLS FOR SUCCESS.

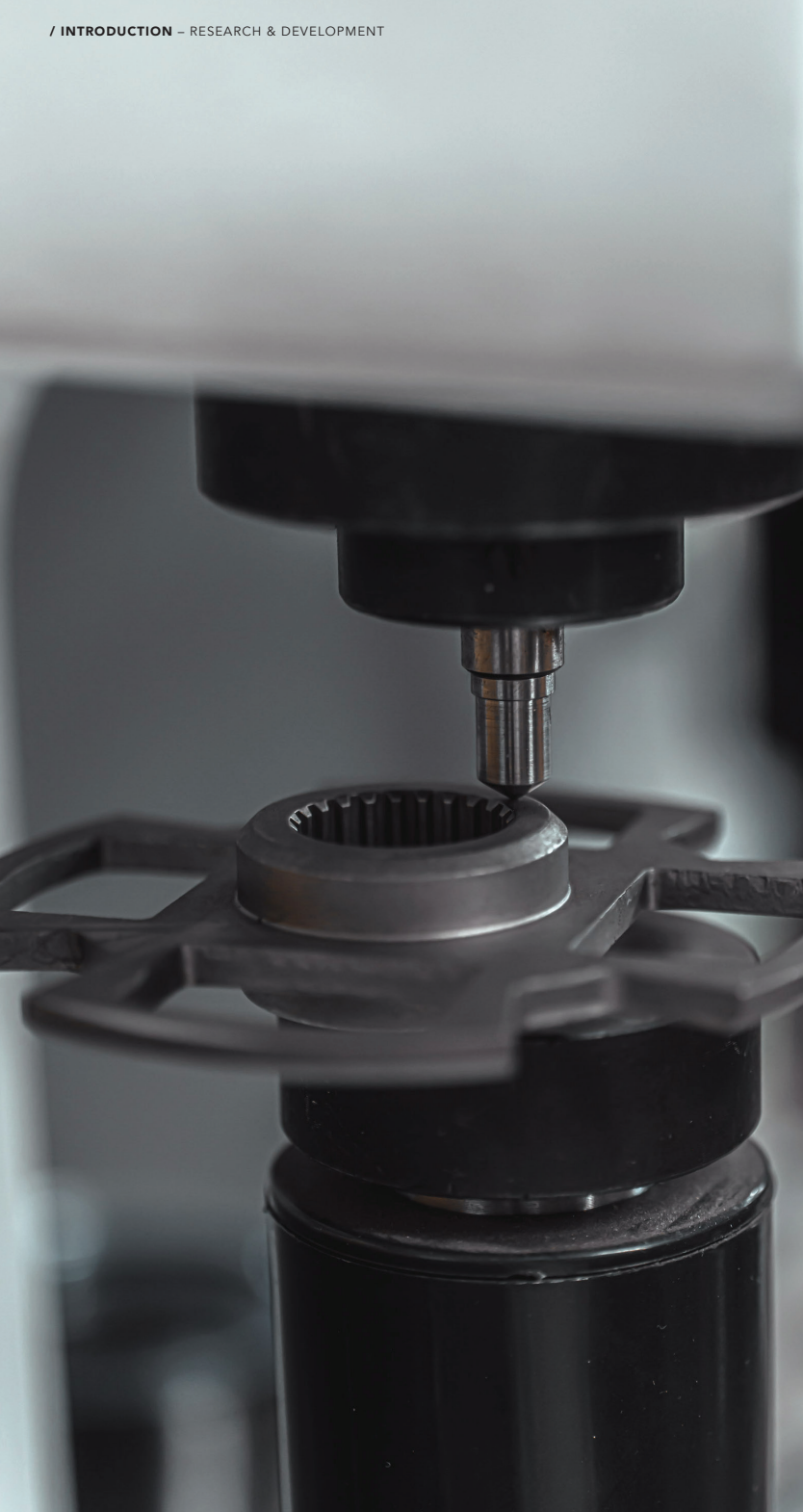
Unlike many of our competitors, we at Action Clutch invest in a top tier tech team to help customers diagnose issues, give support for installations and provide insight on completing adjustments. Beyond that, our tech team is constantly working on creating informative install guides, install tips to make the long labor intensive process easier and more efficient for our customers. Our tech team is always available to support all Action Clutch customers with their clutch related issues / obstacles.

WARRANTY

PAVING THE WAY.

Along-side the use of our tech support team, we have an unmatched product warranty backing up our quality. We warranty any product that has a defect related to our craftsmanship. Where other companies will turn customers away or deny warranty blaming the customer, we have a top tiered tech team that works with the customers diagnosing the failure, cause, and solution.





R&D

FORWARD PLANNING.

Through our advanced engineering practices and prototyping we invest a lot of time and energy into research and development for new applications and markets. Once we are confident in our engineering portion of development, we move toward test fitting on the application and ensure fitment is perfect before even completing a full install, break-in and stress test on the vehicle. As with our current line-up, we maintain a high quality standard by ensuring all kits that leave our facility are free of defects and imperfections.

Our R&D process is the same, resulting in production quality kits being used for testing purposes. By approaching things in this manner, we have been able to bring products to market quicker by eliminating unnecessary failures.

TEAM ACTION

AMBASSADORS AND INFLUENCERS.

Action Clutch focuses on strong marketing fundamentals to aid in brand awareness, proven results and variety. We have a team packed of drivers from all different types of motorsports and levels. From grassroots Drift, Drag and Road Course drivers to professional drivers at various levels of competition, we partner up with drivers that not only prove our product, but aid us in our R&D process allowing us to provide a higher quality product than our competitors, but also maintaining competitive pricing.



EVENTS

PHYSICAL PRESENCE.

We at Action Clutch feel it's important to provide a high quality clutch solution to ensure longevity and satisfaction at all levels of driving. To aid us in improving our product, we attend a number of events every year as well as provide support to various race series.

Attending these events also provides us critical insight on common customer faults that can cause a kit to fail or under perform. This gives us a face to face dialog to educate our customers as well as create educational materials that will benefit the industry as a whole—not just our customers. A perfect example of this is our spring retainers which are installed on every sprung kit we sell.



SOCIAL MEDIA

THE NEW GENERATION OF ENTHUSIASTS.

To further our customer communications, we are VERY heavy on social media and have expanded our social media initiatives to TikTok as well going into 2022 to even further reach the next generation of enthusiasts and also gain valuable insight to new markets to develop support for.



INSTAGRAM

@ACTIONCLUTCH

FOLLOWERS: 95.7K
POSTS: 3.2K

2021 STATS

IMPRESSIONS: 13.9M
REACH: 8.8M
FOLLOWER GAIN: 9.4K



FACEBOOK

@ACTIONCLUTCH

FOLLOWERS: 24.8K

2021 STATS

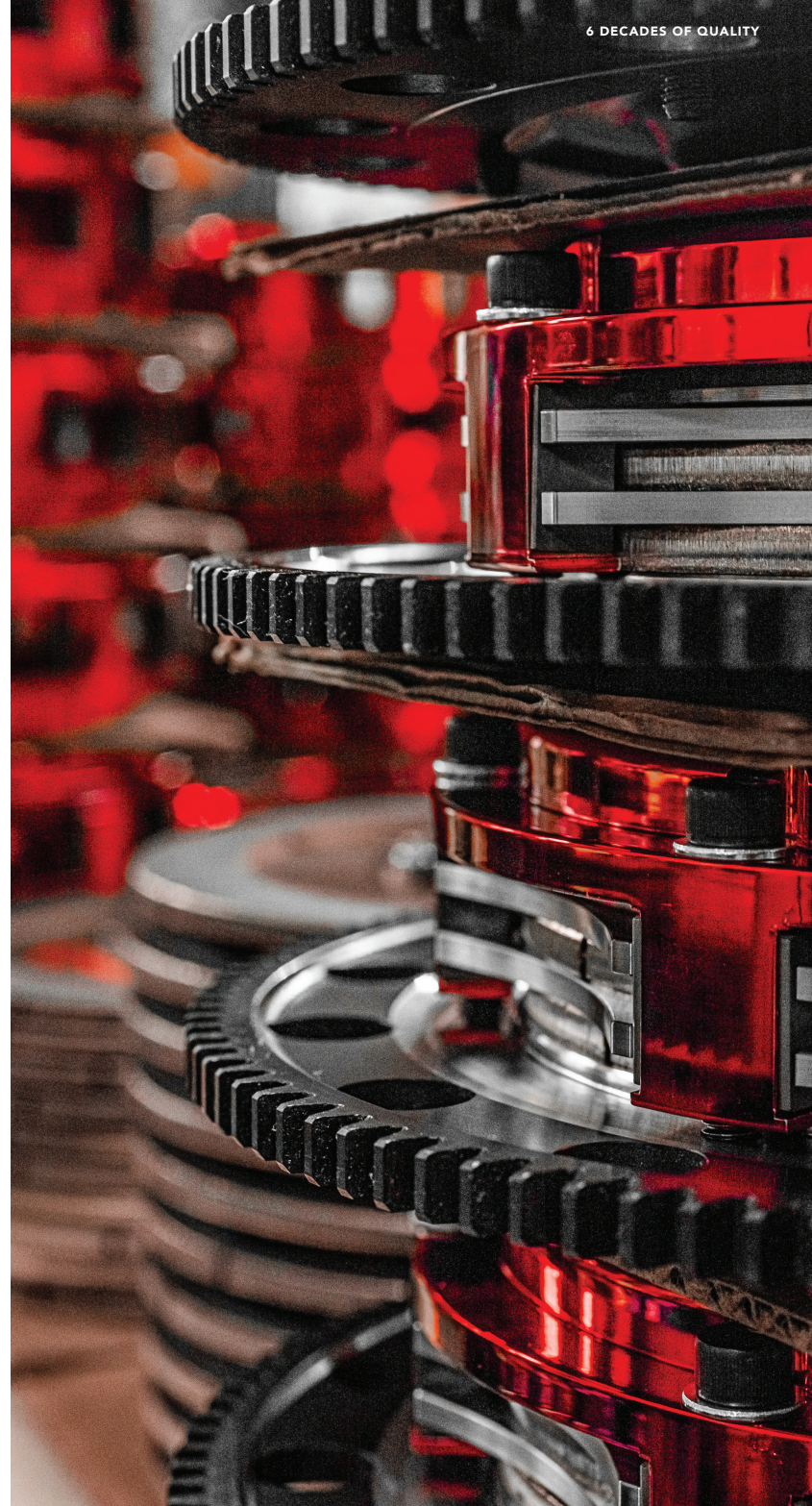
IMPRESSIONS: 5M
REACH: 3.6M
FOLLOWER GAIN: 733



TIKTOK

@ACTIONCLUTCH

FOLLOWERS: 610
POSTS: 42
TOTAL LIKES: 8.2K



DEALER TIERS

THE GIFT OF GRIP.

Being an Action Clutch dealer provides a lot more value than carrying our high quality clutch solutions, such as:

- Huge profit margins
- Complete Marketing and Branding Support including A LA CARTE or TAILORED marketing material specific for the dealer (upon request)
- Opportunity to collaborate with dealers in an effort to cross promote maximizing your reach
- Work privately with dealer on any special/custom parts that need to be machined or created from scratch, that item remains as an exclusive item between AC and the dealer. When sold, it will sell as an AC x DEALER item for exclusivity & profit share. Both parties must agree to certain terms (contact us for more info)
- Action Clutch offers final in car R&D testing to dealers at NO COST for the products



30%

BRONZE DEALER

INITIAL BUY IN: \$10,000

REQUIREMENTS:

- Photos of your physical location
- Copy of Business License
- Annual Sales of \$20,000
- Dealer termination if we see no order within 6 month period
- To receive next tier, dealer must reach/exceed a total annual sales of \$30,000 and maintain/exceed every year

35%

SILVER DEALER

INITIAL BUY IN: \$15,000

REQUIREMENTS:

- Photos of your physical location
- Copy of Business License
- Annual Sales of \$30,000
- Dealer termination if we see no order within 6 month period
- To receive next tier, dealer must reach/exceed a total annual sales of \$30,000 and maintain/exceed every year

40%

GOLD DEALER

INITIAL BUY IN: \$25,000

REQUIREMENTS:

- Photos of your physical location
- Copy of Business License
- Annual Sales of \$100,000
- Dealer termination if we see no order within 6 month period
- To receive next tier, dealer must reach/exceed a total annual sales of \$100,000 and maintain/exceed every year

50%

DIAMOND DEALER

CONTACT US FOR DETAILS AT ERIK@ACTIONCLUTCH.COM