

# **NJ CAR Affiliate Program**

Many companies provide products or services to the New Jersey dealership community that assist in their day-to-day operations. These companies are invited to apply to become part of the New Jersey Coalition of Automotive Retailers (NJ CAR) Affiliate Program.

Participants in the NJ CAR Affiliate Program are important supporters of New Jersey's franchised automotive retailers. They not only help businesses in their daily operations, they also help protect, promote and advance the interests of the industry in partnership with NJ CAR and its 520 dealer members throughout the State.

The benefits of participating in the NJ CAR Affiliate Program far exceed the \$2,000 annual dues.

Approved Affiliate Program companies receive the following:

- **Posting of the Logo, blurb & link on the NJ CAR website**
- **Personnel receive relevant Coalition communications**
- **Opportunity to submit content for Coalition publications**
- **Opportunity to sponsor Coalition events**
- **Opportunity to advertise in Coalition publications**
- **Welcome post on Association social media platforms**

If you have any questions, please feel free to contact NJ CAR Account Manager **Chris Allain** at 609.883.5056, x307 or [callain@njcar.org](mailto:callain@njcar.org).