



The global business network for motorsport

## MIA Member Logo



### MIA Member Logo – Say it loud and proud!

You have taken the step to join us, now please be proud to be part of the world's largest trade association for motorsport businesses.

#### Why use the MIA Members logo in your marketing materials?

Displaying the MIA Member logo on your website's homepage, letterheads, email footers and marketing campaigns is a great way to show potential customers that your company is part of a Global Business Network. Your new network includes many of the World's leading motorsport businesses among its membership and we positively encourage you to use it as a source of competitive advantage which can attract new business.

#### The MIA Brand and our Reputation

The MIA brand has a strong reputation within the international motorsport industry and, in turn, its display can help to grant your business extra distinction and gravitas over your competitors. Remember that MIA membership shows that your business:

- Adheres to the standards set-out in the MIA code of practice
- Has a recognised status within the industry
- Is an integral part of a globally influential, and close-knit, business community
- Forms an integral part of a component industry group, which gives all members a stronger voice with which to influence legislators – in both Government and the sport itself

Please take a look at the following websites which display the MIA Member logo with pride:

[www.baseperformance.net](http://www.baseperformance.net)

[www.lifeline-fire.co.uk/firesafety/links.asp](http://www.lifeline-fire.co.uk/firesafety/links.asp)

[www.xtrac.com](http://www.xtrac.com)

[www.spa-uk.co.uk](http://www.spa-uk.co.uk)

#### How to download the logo:

- To obtain your MIA Member logo please log into the Members Area and under the section, 'Media Centre', then 'Document Archive' you will find a link to download the MIA Member logo.
- We have also attached the logo to your first joining email

If you have any problems, please contact one of the MIA team at the MIA office.

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