

A3[®]
PERFORMANCE[™]



LEAD. INNOVATE. INSPIRE.

OUR STORY

A3 Performance was founded by Dan Meinholz, an entrepreneur who has 25 years in the swim industry and nearly 50 years in the water. With a personal and brand mission to lead, innovate, and inspire, Dan built a brand that is focused on helping swimmers swim better, swim faster, and be their best.

OUR MISSION

To Lead, Innovate, and Inspire the sport of swimming. Lead the industry of performance swimwear and apparel, Innovate products and services, and Inspire all athletes to live their potential and be their best - A3 Performer.

LEAD INNOVATE INSPIRE

Leaders don't set out to lead, they set out to make a difference. A3 Performance consistently leads in the industry and sport of swimming by our mission, products, and services.

Innovation is seeing what others see and thinking what no one else has thought. A3 Performance sees the sport of swimming differently. We've developed numerous innovations that enhance a swimmer's experience and improve their performance – and we're just getting started!

One of the greatest gifts you can give to another is to inspire them to be their best. We are inspired daily by the coaches, swimmers, and fans of our sport, which is why we make it our mission to use our relationships, products, and services to inspire others to be their best."

Training reveals your will. **RACING** reveals your heart.

VICI

The sport of swimming is all about racing! A hundredth of a second can mean the difference between qualifying for the next level, winning the race, or the end of your season. A3 Performance takes racing seriously at every level. From the top entry-level racing suit, NOVA, that is FINA and USA Swimming 12 & Under approved, to the fastest suit in the water, VICI, tested and proven. A3 Performance will always have you race ready.



Learn more about FitLock on pg. 5



CUSTOM TEAMWEAR

A successful team starts with a strong team culture. It has been proven that looking like a team elevates confidence and improves individual performance. A team uniform is the easiest place to start building team culture. A3 Performance is the leader in team branding, making your team look and race like a team!



**CUSTOM
SUITS
PARKAS
MESH BAGS
SWIM CAPS**

Inspiration comes from others. Motivation comes from within.

Desire is the starting point to all achievement

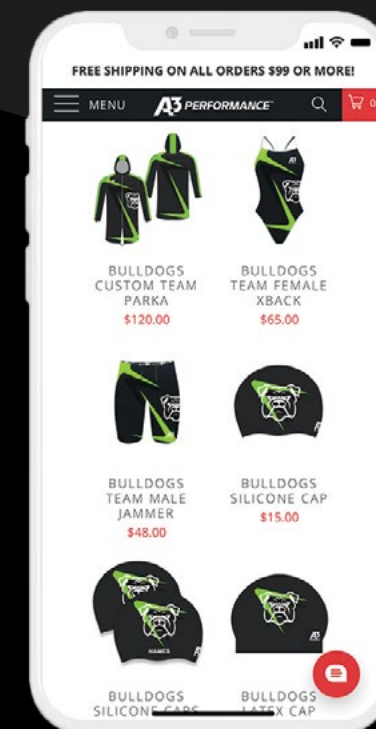
Team Store

A3 Performance was the first swimwear brand in the world to provide a dedicated online team store. With 24/7 ordering availability – get custom team products, goggles, training gear and more all at your team discounted price.

**Now Available through the new
A3 Performance Mobile App!**

Custom Team Suits

In addition to 100% custom suits, we also offer custom logo printing. Turn any solid polyester suit into a team suit with a custom logo!



FITLOCK

Proprietary technology exclusively featured on VICI, NOVA, and solid solid Hydrolast suits.

The first innovation to happen to male swimwear in years! All male jammers and briefs are now equipped with the revolutionary FITLOCK. One swim with FITLOCK and you'll never want to swim without one.

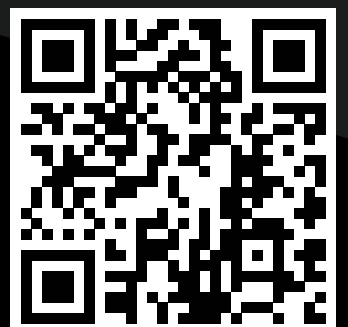


HYDROLAST

For everyday training comfort and durability, look no further. A3 Performance HYDROLAST delivers the comfort and durability you've always wanted.

NEW! A3 Performance Mobile App!

Download our new app on the Apple App Store or Google Play and have first-hand access to site specials, your team store, the On Deck Blog, videos, and more! Plus, get an additional 3% off every purchase every time you order on the app, that's on top of your team store discount!



BODIMAX

BODIMAX Technology is a patent-pending fabric technology that improves the body's ability to recover and thus overall performance. Wearing BODIMAX during training and recovery facilitates and improves the absorption and utilization of oxygen in the body, further reducing the buildup of lactic acid in the muscles that makes us feel tired and burnt out! BODIMAX delays muscle fatigue allowing athletes to train at a higher level for longer.

TRAINING EQUIPMENT

designed to help swimmers swim better and faster!

A3 Performance has developed a quality, comprehensive line of training equipment including:

Training Snorkel
Hand Paddles
Goggles
Short Training Fins
Long Fins

Pull Buoy
Kickboard
Nose Plug
Ankle Eight
BODIMAX Sleeves

Fatigued, sore, or having a hard time recovering between workouts?
BODIMAX makes the difference!

"Our 30-day study showed that high school swimmers improved on average 1.5 seconds more over 200 yards when wearing the sleeves versus not wearing the sleeves. I believe that the longer athletes wear the BODIMAX Sleeves, the more improvements can be seen."

-Dr. Genadijus Sokolovas, Global Sport Technology, Inc.

TRAIN THE TEMPO

To swim fast you need to train fast and your equipment should support the process. A3 Performance has carefully developed a line of training

equipment designed for swimmers to Train the Tempo. A3 Performance training equipment enables a swimmer to maintain a fast tempo, a powerful stroke, and proper technique. Train Smart. Train Fast. Train the Tempo.

Train Better Longer. Get Better Faster.

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