



## The Club® Legacy

### Corporate History

James E. Winner Jr. began marketing The Club® after his Cadillac was stolen, despite its factory-installed alarm. An Army veteran, he remembered his tour of duty in Korea and how he secured his vehicle's steering wheel with a chain to prevent theft. The concept: *If you can't steer it, you can't steal it.*™

In designing the steering wheel lock, Winner worked closely with law enforcement autotheft squads and even a professional thief. As many as 50 prototypes were developed and tested in high crime areas before the National Fraternal Order of Police, which represents more than 235,000 police officers nationwide, endorsed the product.

In marketing The Club®, Winner International created a totally new class of automotive aftermarket security devices. The Club® is the original patented vehicle steering wheel lock!

Recognized by *Advertising Age* as one of the hottest brands and receiving the American Marketing Association's Best New Products Award, The Club® was featured by *Consumer's Digest* as a "Best Buy" in automotive security products.

Winner International was formed and incorporated in 1986. Expanding off the success of The Club® and its 95 percent national brand awareness, Winner International began offering the commercial, residential, recreational and personal security and safety products found on this website. Headquartered in Sharon, Pennsylvania, Winner International is a privately held security products company.

