

E N G I N E E R S O M E F U N



M E M B E R S O N L Y



WELCOME TO THE LIONEL

Welcome to the club. You're in!

We at Lionel welcome you to the Lionel Railroader Club. In 1999, we introduced a two-pronged benefit structure so that members could select the level that best fits their model railroading needs.

You have just joined as either a Gold Member or a Main Member and this brochure will outline the special benefits and privileges you will receive throughout the year. We have planned an active and fun year for our members. To make sure you are aware of all the Lionel activities, we will send you exclusive Club publications, such as the LRRC quarterly publication, *INSIDE TRACK*. Also be sure to bookmark our Web site at www.Lionel.com for new resources and products. To find the Lionel Authorized Dealer nearest you, consult the Web site or call 1-800-4LIONEL. And remember, LRRC members are especially welcome at the Lionel Visitor's Center, located at the Lionel headquarters in Michigan, with a 10% discount on any item purchased at the store. (Call 1-810-949-4100 ext. 1211 for reservations.) Remember to check your mailing label for your LRRC membership number and club expiration date. Write that number on your membership card and refer to that number any time you correspond with us. We are very pleased to have you as a LRRC member this year. I look forward to helping you "Engineer Some Fun!"

Brenda Schlutow

Brenda Schlutow, Marketing Club Coordinator
(810) 949-4100

Lionel Railroader **Main Level** Benefits

If you joined for a \$20 annual fee, you will receive the following benefits of membership:

- Four quarterly issues of *INSIDE TRACK*, the official publication of the Lionel Railroader Club.
- Lionel catalogs mailed directly to you, second only to Lionel dealers.
- Access to exclusive offers to purchase Lionel Railroader Club cars and merchandise.
- Special membership card and collectible annual club button.
- 10% Discount on any item purchased at the Lionel Visitor's Center, located at the Lionel headquarters in Michigan.



INSIDE TRACK
Newsletter



Membership Card

LIONEL RAILROADER CLUB.

For a year of special privileges!

Lionel Railroader Gold Level Benefits

If you joined for a \$50 annual fee, you will receive the following benefits of membership:

- Exclusive Gold Membership Kit containing the Lionel Railroader Club Car will be mailed to you. Each year a different club car will be decorated exclusively for Gold Members ONLY!
- A special lapel pin identifying you as a LRRC Gold Member is also included in this membership kit.
- All the benefits of the LRRC Main Level Membership, including four quarterly issues of *INSIDE TRACK*, access to exclusive offers to purchase Lionel Railroader Club cars and merchandise, a membership card, a collectible annual club button and a 10% discount on any item purchased at the Lionel Visitor's Center.

A complete LRRC Gold Membership represents a total value of \$70. As a LRRC member, you pay only \$50 per year.



Gold Level Lapel Pin



Gold Level Membership Kit

Upgrade Your Membership Now

If you just joined us as a LRRC Main Member and would now like to upgrade your membership to the Gold Member level, simply fax or mail the upgrade form on the back of this brochure. Your upgrade now will only cost you \$30. Upgrading for \$30 is available to new members only at the start of their membership and the upgraded status will last until your membership expires. When your membership expires, you will be sent a renewal notice asking at which level you want to renew your membership: Main Level at \$20 or Gold Level at \$50. Please note only one Gold Membership Club Car is available to each Gold Member per year.



