

Parker Total Nitrogen Inflation Marketing Program



Why Marketing Nitrogen Inflation is Important?

- Educates your customer
- Does the selling for you
- Adds value to your service
- Increases customer satisfaction
- Awareness = Customer Retention
- Makes nitrogen salable

Components of Successful Nitrogen Inflation Program

- Deluxe cap kits with consumer information, stickers, etc.
- Reinforce the benefits of nitrogen
- Place value on service
- Counter display with informational handout
- Trifold brochure with benefits of nitrogen
- Save fuel cards
- Buttons for counter sales personnel
- Tiresaver banner advertising your service
- Well trained sales staff (user benefits, environmental benefits, etc.)



Why Pre-Load with Nitrogen?

- P.D.I is faster and more accurate
- Reduces false TPMS alarms
- Better customer retention
- Adds incremental profit on every new and used vehicle
- Opens the door for F&I Tire & Wheel programs

The Perfect Kit for Nitrogen Preload

Nitrogen Inflation Awareness Program - TS4001C (Premium TPMS Compatible)



Nitrogen Inflation

Recommended retail price: \$39.95 - \$69.95

- Adds value and promotes dealerships' commitment to safety

Includes:

- Retention reminder decals on door jam and fuel lid
- Consumer education booklets
- Certified nitrogen statement
- (4) Premium TPMS compatible caps
- Static decal for pre-sale
- Hanging box

Why Offer Nitrogen in the Service Area

- Better customer retention
- Improve CSR
- Can be coupled with less profitable services
- Easy upsell with value proposition
- Fits perfectly for spiff programs

The Perfect Kit for Nitrogen Service

Nitrogen Inflation Premium Pack - TS-N2001C (Premium TPMS Compatible), TS-N2001G (Plastic)



Nitrogen Inflation

Recommended retail price: \$29.95 \$79.95

- More value, more profit

Includes:

- 4 Premium TPMS compatible caps or plastic caps
- Awareness sticker
- Information book
- Individually bagged

The Perfect Economy Kit for Nitrogen Service

Nitrogen Inflation Economy Pack - TS-CHVC



Nitrogen Inflation

Recommended retail price: \$19.95 - \$39.95

- More value, more profit

Includes:

- 4 Premium TPMS compatible caps
- Individually bagged