



News Release

For Release: Immediately

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December 8, 2008: Parker Hannifin Now Offers Tire Hazard and Roadside Assistance Plans to Complement Nitrogen Tire Filling Operations



Haverhill, MA: Parker Hannifin, the world leader in nitrogen tire inflation equipment, is pleased to announce they now offer tire hazard and roadside assistance packages. Cap kits and tire protection plans present a wide variety of options for the dealership, allowing them to expand their nitrogen inflation offering from primarily a service lane option to one that is successful in PDI or F&I as well. Dealerships can use these packages to present a good-better-best approach to the nitrogen driver, ultimately increasing the incremental revenue and profitability and improving customer retention.

driver complete protection on an annual basis. Other plans, that offer higher value or longer term protection will also be available.

There are currently three primary offerings: Tire Hazard 150, Sign and Drive Roadside Assistance and a combination of both. These plans provide the nitrogen

Each of these protection plans is supplied with access to an internet based customer marketing and retention tool. This provides customized monthly or quarterly newsletters to tire protection plan clients, including personalized coupons and timely communication (i.e. winter driving tips) with the logo of the dealership. Customers respond well to the newsletter & coupon format, drawing them back to the dealership for other services. It can also be used to solicit plan renewal automatically for the dealership when the protection plans expire.

If your dealership is currently offering nitrogen tire inflation, or have plans to in the future, Parker Hannifin is available to discuss offering these new tire protection plans and how they can improve both your revenue and profitability. If your dealership is already offering tire protection plans as a supplement to your nitrogen inflation business, Parker Hannifin may be able to improve the quality and cost of your offering. The protection plans, coupled with our new accessories offering, make Parker Hannifin the premier provider nitrogen inflation equipment, product and services.

With annual sales exceeding \$11 billion, Parker Hannifin is the world's leading diversified manufacturer of motion and control technologies and systems, providing precision-engineered solutions for a wide variety of commercial, mobile, industrial and aerospace markets. The company employs more than 57,000 people in 46 countries around the world. Parker has increased its annual dividends paid to shareholders for 50 consecutive years, among the top five longest-running dividend-increase records in the S&P 500 index. For more information, visit the company's web site at <http://www.parker.com>, or its investor information site at <http://www.phstock.com>.

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