

Visit us
at NADA
Booth 1946



Together, we can increase profitability and customer retention with nitrogen tire inflation.



"In the first month of operation, I did 250 nitrogen fills. The unit paid for itself in less than 4 weeks. Customers are asking for nitrogen, and benefiting from it. It is a great profit center for the back end of the business. We are incorporating nitrogen tire inflation into other programs at our dealership to maximize profitability."

- Frank Brenner, Service Manager
R.I. Suresky & Son Chrysler, Dodge, Jeep, Hyundai

Register to win a \$1,000.00 gift card to a leading electronics retailer.
Go to www.tiresavernitrogen.com/win to enter! See back for further details!

www.tiresavernitrogen.com 1-800-343-4048



ENGINEERING YOUR SUCCESS.

Parker TireSaver Nitrogen Inflation Systems

Add Incremental Revenue Stream, Eliminate False TPMS Alarms, Improve Customer Retention



Model TS076-0ABCBR



Why Offer Nitrogen Tire Inflation?

- Increase customer retention: By offering a lifetime inflation program, dealerships can capture services (oil changes, car washes, etc.) that are being lost to competition.
- All generators are listed on The Dealership Locator at www.getnitrogen.org, the most popular consumer website for nitrogen tire inflation.
- Improve customer satisfaction reports by reducing false TPMS alarms caused by underinflation.
- Improve accuracy of PDI: By filling every tire with nitrogen during PDI, you are guaranteeing that your technicians have checked and verified the tire pressure in every new vehicle on your lot.
- Open the door to profitable tire and wheel programs: Numerous dealerships are successfully coupling nitrogen tire inflation with wheel protection programs in the F&I department to maximize revenue.
- Nitrogen is easily coupled with less profitable services
- New energy saving technology puts money in your customers' pockets: By filling tires with nitrogen and minimizing underinflation, drivers can see an improvement in fuel economy and tire life.
- Helps the environment by reducing energy demand and greenhouse gases
- Startup Marketing Kit Included, providing everything you will need to successfully sell nitrogen to your customers.

Register to win a \$1,000.00 gift card to a leading electronics retailer for a 42" LCD TV. Fill out the card on the back cover, tear off, and mail. Or, go to www.tiresavernitrogen.com/win and enter to win!



ENGINEERING YOUR SUCCESS.

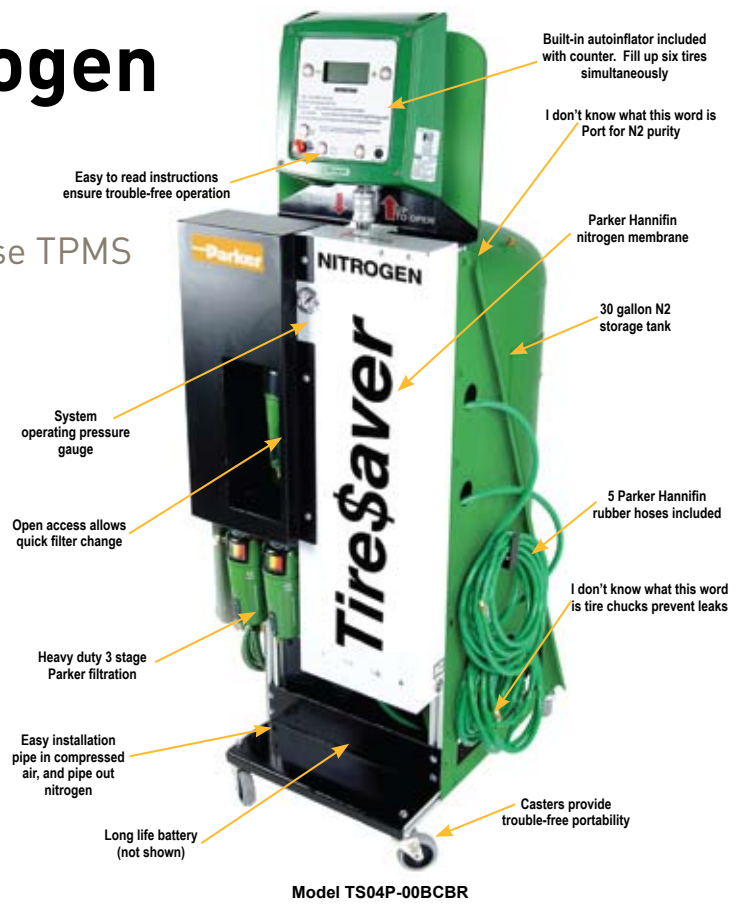
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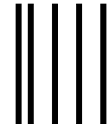
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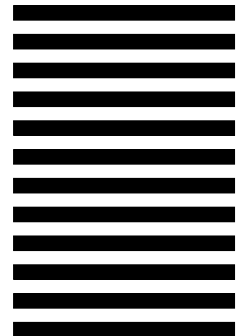
Approved in the following Dealer catalogs:



Register to win a \$1,000.00 gift card to a leading electronics retailer for a 42" LCD TV. Fill out the card on the back of this page, tear off, and mail
 Or, go to www.tiresavernitrogen.com/win and enter to win!



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Tear here

Together, we can increase profitability and customer retention with nitrogen tire inflation.

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Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip Code _____

Telephone _____ Email _____

Dealer Brands: _____

Is your Dealership currently offering nitrogen tire inflation? Yes No

Do you have any plans to offer nitrogen tire inflation in the next: 3 - 6 months 6 - 12 months 12- 24 months > 24 months

How many service tickets do you write per month? _____

Are you interested in a customized customer retention program built around nitrogen tire inflation? Yes No

If you already offer nitrogen tire inflation, would you be interested in offering a tire protection program? Yes No

Would you be interested in a lifetime warranty program tied to factory authorized installation, training and maintenance of your nitrogen tire inflation equipment? Yes No



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