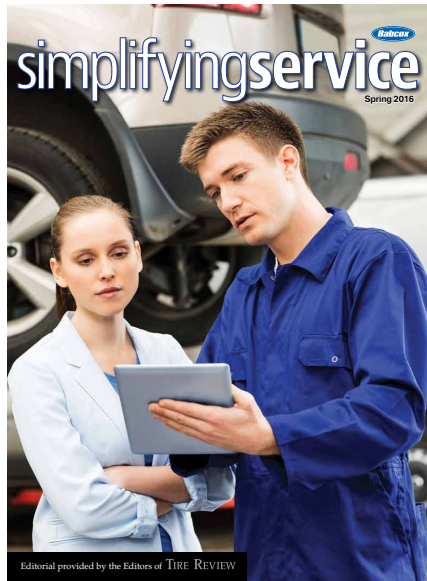


TIRE REVIEW

— QUARTERLY —

simplifying service



Editorial provided by the Editors of TIRE REVIEW

This tire education and service guide is the only waiting room publication for tire dealers to help explain the value of the service work and tire maintenance options available to the customer at the tire shop.

1 Tire Size
Tire Class - Indicates the type of tire. "P" is for passenger car, "LT" is for light truck.
Tire Width - Measurement of the tire in millimeters from sidewall to sidewall.
Aspect Ratio - Ratio of the height of the tire's cross-section to its width.
Tire Construction - "R" stands for Radial, which is a tire constructed in layers that run radially across the tire.
Wheel Diameter - Size of the wheel in inches from one side to another needed for the tire.

2 Application
"M+S," "M/S" or "M/S" tells you the tire is designed for driving in mud and snow applications.

3 Load and Speed
Load Index - Numerical value that compares relative load-carrying capabilities of the tire.
Speed Rating - A rating indicating the maximum speed the tire can drive safely.

4 Tire Identification Number
DOT - Department of Transportation
85 - Manufacturer plant code
94 - Tire size code
N92X - Manufacturer identity number
2211 - Manufacture week and year (ie. 22nd week of 2011)

5 Maximum Load Limit Maximum Air Pressure

6 Tire Ply Composition and Materials Used
Three peak mountain/snowflake symbol
The symbol indicates the tire meets the required performance standards in snow testing and is designed for severe winter conditions.

7 UTQG
Uniform Tire Quality Grade (UTQG) ratings - Treadwear, traction and temperature ratings from controlled testing.
Treadwear - Grade from standardized government tests that predicts the expected wear of your tire's tread.
Traction - Grades the tire's ability to stop a car on a wet test surface. The best traction grade is AA, but A is the most common.
Temperature - Grades show the tire's ability to withstand heat. A higher grade shows tire can operate at higher speeds.

What is TPMS?

Do I need new TPMS?
If you need new TPMS sensors on your existing wheels, need fixed, a repair shop can help you choose the best TPMS option for your vehicle.
If you take your vehicle in for a different service with treadwear, TPMS, your car must have the shop with working TPMS. If you, the repair facility must repair a vehicle's TPMS at your working, when the vehicle comes into the shop. The National Highway Traffic Safety Administration's "road inspection" provisions of the Motor Vehicle Safety Act can do TPMS practice into law.
Also, if you take your vehicle, there's already equipped with working TPMS, to have aftermarket tire/wheel assembly or winter tires and wheels installed, you must have working TPMS when you leave. You can either purchase new TPMS for these wheels or talk with your service provider about transplanting your original TPMS sensors to your new wheels. SE

Quick Tip:
The correct air pressure for your tires is listed on your vehicle's placard inside the driver's side door.

Editorial adjacencies are available and sold and reserved as they are received.

Advertising Rates

- \$6500 - Covers 2-4
- \$5000 - Full Page
- \$3000 - Half Page

Publishing Dates
Spring, Summer, Fall & Winter 2017

TIRE REVIEW

Only 12 ad positions will be sold.

Editorial adjacencies available and reserved based upon date the order is placed. **Please note:** All editorial adjacencies were sold in our 2016 edition! – **Hurry, space is limited!**

Publishing Dates:

Spring, Summer Fall & Winter 2017

Planned editorial content (subject to change):

Tires

- Understanding tread depth by ability to stop (coin test as sidebar)
- Extreme Winter (include date ranges and regional considerations of studded tires, chains, battery warmers, remote starts, etc.)
- “Can You Fix it” Tire repair and replace examples.
- Run Flats versus Fix a Flat

Fuel Systems

- Fuel system support

Oil Change and Maintenance

- 21-point inspection spread - what's checked and what it means.

TPMS

- Under Pressure - TPMS why pressure matters and how to measure it.

Brake and Rotors

- What's the Noise? Brake and rotors advice

Corrosion Protection

- Impacts of the Elements: Map of US and impact of salt, conditions, heat/cold on vehicle health

Shocks and Struts

- What they are, what they do

Diagnostic Tools

- Vehicle Lights and What they mean

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The Truth About Warranties and Repairs

Skip the car dealer without sacrificing your warranty

Whether your vehicle is fresh from the car dealership or well-used, your car will almost surely require maintenance. Oil changes, tire rotations, brake pads, and more are all part of the regular maintenance that keeps your car running smoothly. But what if you're not a car dealer? Can you still get the best care for your car? The answer is yes, and it's easier than you think.

At independent tire dealer, automotive shop, retail chain shop, or even you, the vehicle owner, can perform routine maintenance and repairs on your vehicle without voiding your manufacturer or dealer warranty. The one exception is your manufacturer or dealer warranty. The one exception is your manufacturer or dealer warranty. The one exception is your manufacturer or dealer warranty.

Under the Magnuson-Moss Warranty Act, enforced by the Federal Trade Commission (FTC), independent repair shops can provide services to maintain your new car warranty. It is illegal for a car dealer or manufacturer to deny warranty coverage because you had maintenance performed at an independent repair shop. If you do, the car dealer or manufacturer has to provide you with a written explanation of why your warranty is voided. If you do not receive such an explanation, you can sue for a certain repair or service provided for free under the warranty. The manufacturer can also require you to use certain repair facilities. If the repair service is provided for free under the warranty.

There are some other things to keep in mind as you proceed toward fixing your warranty. Make sure to keep records and receipts for all of the maintenance that you perform and stick to the maintenance schedule requirements set by the manufacturer. Keep records of all repairs, make sure to also keep receipts for parts, and records of when maintenance or performance testing records allow you to prove proper maintenance was performed.

Another way to protect your warranty and keep your vehicle safe and running, is to keep the books of vehicle maintenance and make sure they are done right. If you or a repair shop incorrectly report something or use a defective part that causes damage to another part covered under the warranty, the manufacturer can deny

Quick Tip:
To avoid warranty issues, the Federal Trade Commission suggests:

- Keeping your warranty certificate.
- Knowing your car at regular intervals.
- Keeping all service records and receipts.
- Spreading out if you feel your warranty is being denied and file a complaint if needed.

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Vehicle Fluids

A modern vehicle's service life often extends more than 200,000 miles. Good fluid maintenance practices are, in part, responsible for that achievement. Here are the basic fluids you will need to have replaced or refilled during the life of your vehicle.

Engine Oil
The most common change you get for your vehicle when it comes to engine maintenance or repair. Motor oil will clean to help lubricate your engine and smooth heat. Your engine has a large number of moving parts that rub together, creating friction and heat. By lubricating these parts, you can keep them from wearing out too fast.

Automatic Transmission Fluid
If your vehicle has an automatic transmission, you will eventually need to change your vehicle's automatic transmission fluid. The green, yellow, and red fluid that circulates with your vehicle's automatic transmission is an essential part of the automatic transmission's operation. It should be changed according to mileage and usage. Always use the correct fluid for your vehicle.

Manual Transmission/Transfer Case/Differential Fluids
Most oil maintenance products-based oils for manual transmission to improve lubrication and reduce rotating friction. They have very specialized oils and are designed for specific use. Manual transmission fluid is a specialized fluid for use in manual transmissions or automatic transfer case applications. AWD and 4x4 transfer cases need service every 30,000-50,000 miles.

Brake Fluid
When you pump the brake pedal, fluid-filled brake lines transfer the force of pressing that pedal to all of your vehicle's brake systems. Because brake fluid is hygroscopic, meaning the fluid has a high affinity for water, the boiling point can be reduced based on water content.

Power Steering Fluid
Power steering fluid in a hydraulic fluid that runs through your vehicle's power steering hydraulic system, which assists in turning your wheels. This fluid can become contaminated with wear particles and moisture and can drastically shorten the life of expensive power steering pumps and racks. It's important to change your power steering fluid regularly. Check your owner's service manual for intervals. 35

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ADDED BONUS #1

Tire Review will offer the dealers the opportunity to “private label” the publication for the dealers use. Dealers can include a message for the owner/manager and use as a direct marketing piece or for additional waiting room exposure. The potential for thousands of additional copies to be printed is strong, creating greater value for advertisers and more brand recognition among consumers.

ADDED BONUS #2

Marketers who place an ad in the Spring issue of Simplifying Service have the first option for editorial adjacency exclusivity in the three additional guides Tire Review publishes in 2017!