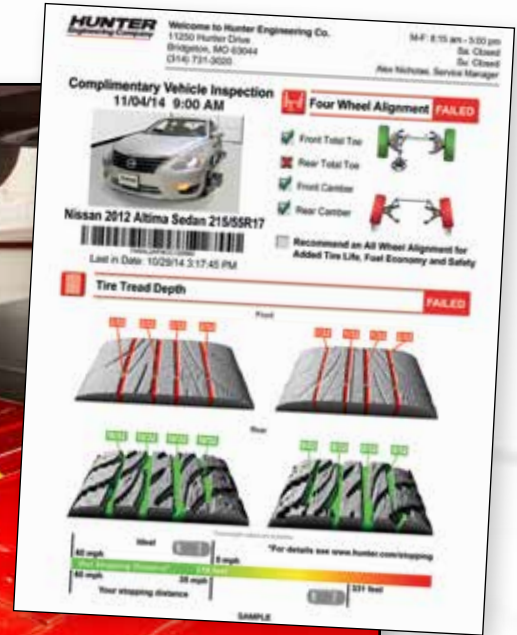


# Why Hunter customers are investing in Quick Tread®



**HUNTER**  
*Engineering Company*

# Sell more tires and present better results in less time on every vehicle



- ✓ Drive over tread depth measurements
- ✓ Non-stop, automatic process
- ✓ Results in seconds
- ✓ Color-coded 3D tire analysis
- ✓ Integration ready\*
- ✓ Management reporting



*Integration example  
powered by DealerTire*

\* Refer to your tire program selling tools or electronic multi-point system software for Hunter integration status and activation.

# Evolution of tread depth measurements...

Penny Test



Manual tread measurement

- ✗ Imprecise method
- ✗ Significant time penalty

✗ No printout

✗ Record must be written down

Stick Gauge



Manual tread measurement

✗ No graphical representation of data

- ✓ Standard unit of measurement
- ✗ Varying accuracy depending on operator
- ✗ Significant time penalty

✗ No printout

✗ Record must be written down

Electronic Gauge



Manual tread measurement with digital results

- ✓ 2D color-coded line
- ✓ Displays 1-3 measurements per tire
- ✓ 1-3 data points per tire collected across a single line

- ✓ Standard unit of measurement
- ✓ Consistent accuracy
- ✓ Moderate time penalty

✓ Easy-to-understand printout

✓ Automatically stores tread depth measurements

Drive Over Tread Depth



Automatic tread measurement with digital results

- ✓ Calculates wet stopping distance
- ✓ Eliminates non-tread factors (rocks, stones, or wear bars)

- ✓ 3D color-coded tire
- ✓ Displays up to 6 measurements per tire
- ✓ 280,000 data points per tire collected in a two-inch segment

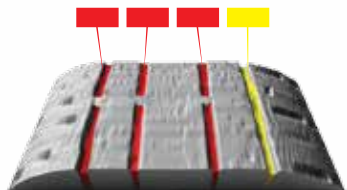
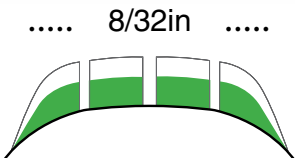
- ✓ Standard unit of measurement
- ✓ Consistent accuracy
- ✓ No time loss

✓ Easy-to-understand printout

✓ Automatically stores tread depth measurements

?

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# Sample return on investment

Vehicles per day = 50

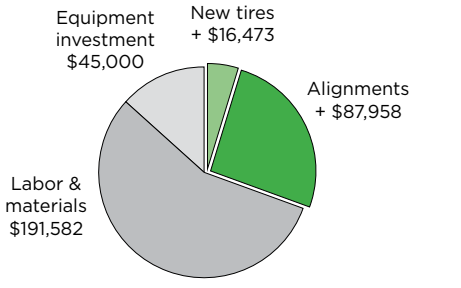
Based on 5.5 days per work week

	Current daily units		Shop charge		Daily revenue		Profit rate <sup>1</sup>		Daily profit		Est. failure rate <sup>2</sup>	Additional daily unit opportunity	Actual accepted units	
New tires	10	x	\$120	=	\$1,200	x	10%	=	\$120	13%		+16	+5	
Wheel alignments	12	x	\$85	=	\$1,020	x	67%	=	\$683	60%		+18	+5	
					\$2,220				\$803					
Equipment investment	\$45,000							Your customer's acceptance rate (avg)					30%	

<sup>1</sup>Default profit rate based on Modern Tire Dealer automotive service survey, 2012.

<sup>2</sup>Default failure rates based on Hunter estimates.

## First year additional profit summary



Acceptance rate at 30%	Additional profit
New tires	+1,373 + \$16,473
Wheel alignments	+1,544 + \$87,953
Total	<b>\$104,427</b>
1st year profit (Less Investment):	\$59,427
10 year profit:	\$999,271

## Alternative payback at different acceptance rates

Acceptance rate	20%	25%	30%	35%	40%
Pay back	7.8 months	6.2 months	5.2 months	4.4 months	3.9 months
1st year profit	\$24,618	\$42,022	\$59,427	\$76,831	\$94,236
10 year profit	\$651,181	\$825,226	\$999,271	\$1,173,317	\$1,347,362

## Add other profitable service opportunities!



Battery Health



Diagnostic Check



Stopping Check

Contact your Hunter Sales Representative for details

**HUNTER**  
Engineering Company  
[www.hunter.com](http://www.hunter.com)