



Distance Education Courses in Truck Selection and Application

Light Truck Essentials LT-2 Course enrollments are \$395 per student

Train with Truck Marketing Institute

Graduates of TMI are confident in their product knowledge and ability to meet the requirements of the toughest applications and the most demanding fleet buyers.

Since 1964 more than 62,850 graduates of TMI courses have been trained in truck selection and application: How to spec trucks — the meaning of the terminology, the intricacies of the product, and how to interpret and compare specifications.

The Goal: Professional Buyers & Sellers

TMI training expands and improves your staffs' knowledge. Get new truck personnel up-and-running in a short time, and provide continuation training for truck specialists who need to stay ahead in a world of continuous change.

Essential Light Truck Product Knowledge

A part of the Precision Truck Training course focus is truck fundamentals and procedures for truck selection and application. LT2: Light Truck Essentials is a five lesson course that follows a generic truck path. Topics and examples make use of a TMI-created Shadow line of SUVs, crossovers, pickups, light- and medium-duty chassis-cabs. The TMI Shadows are carefully specified to represent a current mix of trucks sold in North America. By using this generic line of trucks, non brand specific training can be completed by those involved in purchasing or selling single or multiple makes of light trucks.

The "Classroom" Comes to the Student

TMI students make the best use of their time. Through distance study, your personnel stay on the job while completing flexible self-paced training using the printed TMI Course textbook, or the optional eBook version of the textbook.

An assigned TMI instructor tutors each student as a "class of one," and critiques the achievement test required for each of the five lessons. Test scores are often returned within one business day after the test arrives at TMI by fax, email, or prepaid envelope provided.

Enrollments and Tuition

You can enroll employees any time throughout the year. LT 2 is a vital investment in light truck knowledge. The cost is reasonable — with no travel time or added expense.

Business-sponsored enrollments are treated as company property. If an active course is not completed for any reason, the value of the "unused" lessons can be credited to enroll another employee.

PRECISION TRUCK TRAINING Course LT-2 — Light Truck Essentials

Lesson 1 Markets and categories of trucks and SUVs, Vehicle architecture, driveline types: 4x2, 4x4, AWD, Power teams, Engine types and design, Truck ratings: GVWRs and GVWs, Working with curb weight, payload capacity, Truck dimensions and abbreviations.

Lesson 2 Load Capacity, Frame Types and Strength, Suspension Systems, Types of Axles, Drive Gears, Differentials, Springs and Ratings, Shocks and Stabilizer Bars, Tires and Wheels; Construction, Tread Designs, Sizes, Load Ratings, Gross Axle Weight Ratings.

Lesson 3 The Three-Way Test: Obey the Limits, Weight Distribution in Percentages, Weight Distribution: Pickup, Full-Size SUV: Pushing the Limits, how to avoid Excesses. Weight Distribution Anomalies, Delivery Van, Body-Load CG to Rear Axle, Dump Trucks, Chassis-Cabs: The Body Connection, Equipment add-on Weights.

Lesson 4 Work, Torque and Power, Differences between Gas and Diesel Engines: Torque, Power and Operating Speeds. The Powertrain from Engine to Axle, Engine Speed at Road Speed, Harnessing Horsepower, Geared Speed, Choosing Axle Ratios, Automatic Transmissions, Manual Transmissions. Vehicle road speed: engine rpm, axle ratio, tire size and transmission ratios. Power losses, Grade Demands.

Lesson 5 Full- and Part-Time 4x4s, Locking Hubs and Differentials, Trailering, GVW, GTW and GCW, Tongue Weight, Load Distribution: Hitches, Trailer Classes, Towing Capacity, The Fifth-Wheeler, Truck-Trailer Performance, Altitude and Heat, Turbocharged vs Naturally Aspirated, Diesel and Gas Engines, Alternative Fuel Vehicles, Hybrid Gas-Electric Powertrains, Electrical & Cooling Systems, Steering, Brakes and Vehicle Control, PTOs, Fuel Economics, Gas or Diesel.

Appendix Tables: Weights and Measures/Metric Equivalents, Tire Load & Inflation, Tire-Axle Combinations & Engine Speeds, Rolling Resistance, Frontal Areas, Air Resistance, Grade HP Required, Road Surface Effects, Glossary: Truck Terms

A Full Line of Precision Truck Training

We offer courses to cover the entire truck spectrum. Each stands on its own—they don't have to be taken in sequence.

I COURSE

REVISED FOR 2019 **Course I: Light Trucks** is an ideal starter course for sales personnel with make specific Chevrolet and GMC versions. Five lessons provide technical training; product exercises use online references.

LT-2 COURSE

LT-2: Light Truck Essentials. Provides advanced training, ideal for Class 1-5 commercial and fleet work. Our TMI created Shadow line of trucks serve as precise examples for technical explanations, fully representing the current mix of Class 1-5 trucks sold in North America.

II COURSE

Medium Truck Basics. Introductory course for medium-duty truck knowledge. Course II is available in a non-make specific version. Also available as make specific training for International and Ford specializations.

III COURSE

Heavy Duty Models. Course III gives complete coverage of Class 8 straight truck and tractor applications. Ask about the General course using the Diesel Truck Index, or the make specific versions available.

IV COURSE

Mid-Range Diesels. Class 5-6-7 diesel market is the focus in Course IV. Great follow-up to Course II, ideal for anyone selling or purchasing these vehicles.

Enroll Today!

Truck professionals start with enrollment in TMI courses! Use the enrollment application and mail or fax to (805) 684-2868. Or call our Registrar **toll free at (800) 447-1251** or (805) 684-4558.



Truck Marketing Institute ■ 1090 Eugenia Pl. ■ Carpinteria, CA 93013
Tel: 805-684-4558 ■ Fax: 805-684-2868 ■ www.tmitraining.com



Precision Truck Training Enrollment Application

ENROLL BY PHONE, FAX, OR MAIL

Call Toll-Free **800-447-1251**

TO: Registrar, Truck Marketing Institute
Please enroll and train the following employee(s) as stated in the TMI Enrollment Agreement (below).

Total: US\$ _____ payable to: Truck Marketing Institute

Invoice my company; payable in 30 days.
Purchase Order Number: _____

Check/Bank Note enclosed, less 2% prepaid discount.

Payment by Credit Card:

VISA MasterCard American Express Discover

CREDIT CARD NUMBER _____ / _____ EXPIRATION DATE

NAME ON CARD _____

CARD HOLDER'S SIGNATURE _____ DATE _____

Tuitions Effective January 1–December 31, 2019

	USA or Canada	Other Countries	2019 TUITIONS IN US\$
Course I	\$ 375	\$ 410	
LT-2	\$ 395	\$ 430	
Course II •	\$ 695	\$ 740	
Course III •	\$ 825	\$ 905	
Course IV	\$ 795	\$ 855	

Mark below to include optional Compact Disc with an Acrobat PDF eBook version of our textbook with the enrollment, add \$30. NOT available for Course II.

• Courses II & III available in non make-specific General versions—product data source is not required—does require Truck Index, add \$40 per enrollment—Check box below.

TMI USE	Source	Date Enrollment Accepted
Bank	Check # _____	\$ _____
Registrar	Invoice # _____	\$ _____

Please typewrite or print				Check Courses Wanted				
Mr.	Ms.	Enrollee Names	Email Address	I	LT2	II	III	IV
<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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TUITION DISCOUNT: Enroll five or more and deduct \$15 per student. For details, call our toll-free number.

Yes, we would like _____ copies of the optional \$30 "eBook" version of the TMI textbook(s), in addition to the printed copy.
Company / Dealership _____

Please send General course with Truck Index, add \$40 per enrollment. Required for students without medium-duty (Course II) or heavy-duty (Course III) product data information.

Mailing Address _____	Sponsor's Name and Title (please print) _____	Field Office Location (if Applicable) _____
City _____	Sponsor's Email _____	Dealer Code and Make _____
State / Zip Code (Province/Mail Code) _____	Sponsor's Signature and Date _____	Telephone _____

Enrollment Agreement

PREREQUISITES. Sponsor affirms that enrollee has a functional knowledge of English and arithmetic. Enrollment is intended for purposes of professional improvement.

TUITION. Includes a registration fee of US\$80 for LT-2 and Course I; US\$120 for Courses II, III and IV plus any TMI furnished textbook(s), California sales tax, grading services, revisions during the enrollment term, two-way postage for US and Canada enrollments and proof of successful completion for each qualified graduate.

PAYMENT. Tuition is payable with application or within 30 days of invoicing, or this agreement will be nullified and students disenrolled. TMI is not part of any tuition agreement between sponsor and named student.

TEXTBOOKS. Textbooks are for named student only. Unauthorized reproduction or reuse of the materials in any manner is prohibited.

TRANSFERS. Active status enrollment may be transferred with a charge based on the current tuition minus credits for unused exam services and the original textbook (if retained by sponsor).

ENROLLMENT TERM. Enrollment term is six months for LT-2 and Course I. Twelve months for Courses II, III and IV.

INACTIVE STATUS. Expired enrollments become inactive, but may be reactivated at no charge upon receipt of next exam.

EXPIRATION. Expiration notice will be sent to the sponsor prior to the end of the enrollment term. Course may then be extended, put on inactive status, transferred or held open for transfer to another employee.

CANCELLATION. Thirty calendar days or less after this application is signed, the enrollment may be cancelled and no tuition will be charged.

Beyond thirty calendar days after the application is signed (and before end of the enrollment term) the course may be cancelled and a refund requested. Refund is a percentage of refundable tuition and is based on the percentage of exams completed (see table below). Refundable tuition is the original tuition minus the registration fee.

Percentage of Exams Graded	Percentage of Refundable Tuition
None	100%
10%	90%
11 to 25%	75%
26 to 50%	50%
51% or more	None

CONFIRMATION. Party responsible for tuition payment will receive a copy of the accepted Enrollment Application.