

Distance
Education
Courses
in Truck
Selection
and
Application



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 60,500 graduates of TMI have been trained in truck selection and application: The meaning of the terminology, the intricacies of the product and how to interpret the product specifications.

The Goal: Sales Professionals

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.

Ford 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 an all new 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. Representing the mix of trucks sold in North America, the Shadows give structure to the topics of each lesson. The Ford brand course includes an additional Ford specific product studies section. Further, each of the five exams are expanded to blend Shadow product questions with Ford light duty truck and SUV questions answered by using the Ford Truck and SUV Source Books.

The "Classroom" Comes to the Student

TMI students make the best use of their time. Correspondence training lets them stay on the job while completing flexible, self-paced training using the printed TMI textbook, or the optional "eBook" available on a CD.

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 or prepaid return envelope provided.

Enrollments and Tuition

You can enroll employees any time throughout the year. LT2 is a vital investment in Ford light truck knowledge. The cost is reasonable—with no travel time or added expense.

Business-sponsored enrollments are treated as company property. If a 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 — Ford 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 Power-train 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, Trailing, 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 also offer four other courses to cover the entire truck spectrum. Each stands on its own—they don't have to be taken in sequence.



Course I is an ideal starter course for Chevrolet or GMC light truck sales personnel. Five lesson make specific versions provide technical training; product exercises use GM AutoBook.



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



Heavy Duty Models. For sellers or buyers, Course III is the complete "how to" course on specing out Class 8 straight trucks and tractor-trailer combinations.



Mid-Range Diesels. Class 5-6-7 diesel market is the focus in Course IV. The 354 page textbook covers the latest in engine and drivetrain technologies. Great follow-up to Course II, ideal for anyone selling or purchasing these vehicles.

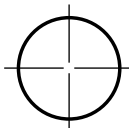
Enroll Today!

Truck professionals start with enrollment in TMI courses! Use the enrollment application, or call our Registrar **toll free at (800) 447-1251**; Fax (805) 684-2868. If outside the U.S. or Canada call us at (805) 684-4558.

Your Satisfaction Assured: Get a full refund if you are not satisfied. Simply return unused course materials within 30 days and we will cancel the invoice.



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 www.tmitraining.com



Precision Truck Training
Enrollment Application

Enroll by Phone, Fax, or Mail

Call Toll Free 800/447-1251 (U.S. & Canada)

TUITIONS: EFFECTIVE JANUARY 1 – DECEMBER 31, 2010

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 _____

| | USA or Canada US\$ | Other Countries US\$ |
|---------------------------|-----------------------|-------------------------|
| LT-2 General [▲] | \$445 | \$480 |
| Course I | \$425 | \$460 |
| Course II | \$695 | \$740 |
| Course III | \$825 | \$905 |
| Course IV | \$795 | \$855 |

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

[▲] Make-specific LT-2 courses — Chevrolet, GMC and Ford — add \$50 per enrollment.

*Courses II and III available in non make-specific General versions—product data information 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. | Miss | Mrs. | Enrollee Names | Email Address | LT2 | I | II | III | IV |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | _____ | _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> | <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.

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.

Company / Dealership _____

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

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. Return course materials "postage due" to TMI.

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.