



**Distance  
Education  
Courses  
in Truck  
Selection  
and  
Application**

GMC light-duty  
Course I enrollments  
are now only \$375

## 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 62,550 graduates of TMI 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: Sales Professionals

TMI is a great way to expand and improve your sales force. 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.

## Course I: GMC Product Knowledge

A part of the Precision Truck Training course focus is truck fundamentals and procedures for truck selection and application. In Course I, students then learn and apply knowledge gained using their choice of online GM product reference sources. Students study and are tested on current GMC product information, and the performance of SUVs, crossovers, pickups and vans.

## The “Classroom” Comes to the Student

TMI students make the best use of their time. Correspondence courses allow them to stay on the job while completing flexible self-paced training using the printed TMI Course I GMC textbook, or the optional *eBook* and online GM product reference.

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 a prepaid envelope.

## Enrollments and Tuition

Enroll employees any time throughout the year. Course I is a vital investment in light truck sales knowledge and 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.

**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.

## PRECISION TRUCK TRAINING Course I — GMC Light Trucks

**Lesson 1** The light truck market and GMC line-up, Model Identification systems, Chassis drive types.

**Lesson 2** Getting to know your product source, Equipment packages, Truck weight ratings and weights, Dimensions, Electrical.

**Lesson 3** Weight Distribution — Simplified! Body and Payload Distribution, Load Capacity, Frame Strength, Chassis components, Gross Weight Ratings.

**Lesson 4** Fundamentals of Truck Performance: Engine Considerations, Torque, Horsepower, Axle Ratios, Transmissions, Power Losses, Power Demands, Fitting the Pieces Together.

**Lesson 5** Selling Sport Utilities, Off-Road Performance, Bad Roads, Gradeability, Trailering, Tongue Weight Distribution, Pulling Capacity, Power Demands, Fifth Wheel Trailer Hitches.

**Appendix** Weights & Measures; Metric Equivalents, Tires: Load and Inflation Data, Tire-Axle Combinations & Engine Speeds, Frontal Areas of Light-Duty Trucks, Air Resistance Net Horsepower Requirements, Grade Net Horsepower Requirements, Road Surface Effects on Performance, Glossary — Light-Duty Truck Terms.

**Index** Subjects and 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.

### COURSE I

**COURSE I: GMC Light Trucks.** Developed specifically for GMC sales personnel, Course I is product and technical training in every aspect of light trucks. About 15 hours of study time is typically needed to complete this 5-lesson course. Product exercises make extensive use of a preferred online product reference source: *GM AutoBook*, *Chrome Data Carbook Fleet Edition*, or *The Online Order Guide*.

### 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.

### COURSE II

**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.

### COURSE III

**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.

### COURSE IV

**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 Selling 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, 2018

	USA or Canada	Other Countries	2018 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"/>
<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"/>	<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"/>

**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. NOT available for Course II.  
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.