

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 product 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 changing world.

Gain Product Knowledge

A part of the Precision Truck Selling course focus is truck fundamentals and procedures for truck selection and application. Another part is learning and applying product knowledge gained from the data book.

The "Classroom" Comes to the Student

TMI students make the best use of their time. Correspondence courses allow them stay on the job while completing flexible, self-paced training. The 10-lesson Course II can be completed in as little as 45 hours of study time. Every student is a "class of one," tutored expertly by a TMI instructor, who critiques the achievement test following each lesson. Test scores are normally returned within one business day after the test arrives at TMI by fax or mail.

The make specialized courses include everything except the factory data book. Our "General" version of Course II includes a Diesel Truck Index for product information—no factory data book required.

Enrollments and Tuition

Enroll employees any time throughout the year. Course II is a vital investment in medium-duty truck knowledge and 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.

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 SELLING Course II—Medium-Duty Basics

- **Lesson 1** Introduction to Market and Models: Truck Types and Terms, Your Model Line.
- **Lesson 2** Gross Weight Rating Systems: GVWR and GAWR, Fundamentals of Weight Distribution.
- **Lesson 3** Weight Distribution of Abnormal Loads, The How and Why of GAWR.
- **Lesson 4** The Frame, Front and Rear Axles, Component Design, Ratings.
- **Lesson 5** Tires, Wheels, More insights into GAWR.
- **Lesson 6** Springs, Shock Absorbers and Brakes: Effectiveness, Types, Deceleration and Weight Transfer.
- **Lesson 7** Fundamentals of Performance: Torque, Horsepower, Power Curves, Fuel Efficiency.
- **Lesson 8** Applied Truck Performance: Power Losses, Power Demands, Performance Prediction.
- **Lesson 9A/B** Transmission Functions, Mid-Speed Performance determinations, Choosing Transmission and Axle Combinations, Selecting Axle Ratios.
- **Lesson 10A/B** Diesel Engines: Pros and Cons, Application. Electrical Systems: Terms, Components, Selection, Emission Controls, Options and Accessories, Special Equipment.
- **Appendix** Tables & Data: Weights & Measures, Glossary of Terms, Dump Body Applications, Weight Distribution, Tire Capacities, Power Losses, Tire-Axle Combinations & Engine Speeds.

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 is an ideal starter course for Chevrolet or GMC light truck sales personnel. Five lessons make specific versions provide technical training; product exercises use factory data.



Medium Truck Basics. Excellent introductory course to gain medium-duty truck knowledge. Course II is available in Ford and International specializations to provide extensive product and data book training. Also available in a non-make specific version, this General course is ideal for fleet/leasing/purchasing personnel.



Heavy Duty Models. For sellers of heavy trucks, Course III is the complete "how to" course on specing out both 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.



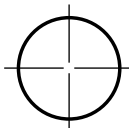
LT-2: Light Truck Essentials. Provides advanced training, ideal for Class 1-5 commercial and fleet work. General version for fleet/leasing/purchasing personnel. Make specific versions for Ford, Chevrolet, or GMC focused sales and purchasing.

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.



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 www.tmitraining.com



**Precision Truck Selling
 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	Other Countries
	US\$	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"/>
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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.