



**Technical and  
Product Training  
for the  
Kenworth  
Specialist**

## 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 62,300 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 changing world.

## Gain Kenworth Product Knowledge

A part of the Precision Truck Training course focus is truck fundamentals and procedures for truck selection and application. Another part is learning and applying specific knowledge from your preferred product data.

## 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 course textbook, or the optional “eBook” version.

The 10-lesson Course III for heavy-duty models can be completed in as little as 70 hours of study time. An assigned TMI instructor tutors each student as a “class of one,” and critiques the achievement test required for each of the ten lessons. Test scores are often returned within one business day after the test arrives at TMI by fax or prepaid envelopes provided. The make specialized courses include everything except the necessary factory data reference.

## Enrollments and Tuition

Enroll employees any time throughout the year. Course III is a vital investment in heavy-duty 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 III—Heavy-Duty Models

**Lesson 1** Productivity and Cost Relationships. Introduction to the Metric System.

**Lesson 2** Model Types, Terms, Weight Ratings, Laws and Loads.

**Lesson 3** Truck Weight Distribution and Optimum Payload Capacity.

**Lesson 4** Tractor Trailer Weight Distribution and Maximum Load Capacity.

**Lesson 5** Chassis Components: Frame, Springs, Axles, Wheels, Tires. GAWR Rating System.

**Lesson 6** Vehicle Performance: Torque and Power, Performance Losses, Making a Performance Analysis—Reserve Power and Gradeability.

**Lesson 7** Choosing the Drivetrain: Gearing, Rear Axles, Transmissions, Shift Patterns.

**Lesson 8** Low Speed Performance: Gradeability, Traction, On/Off Road Gearing, Gas or Diesel?

**Lesson 9** Speed Control: Air Brake Systems, Engine Brakes, Transmission and Driveline Retarders.

**Lesson 10** The Support Systems: Electrical, Cooling, Exhaust, Emissions, Noise Control, Power Take-Offs, The Driver Environment.

**Appendix** Tables & Data: Weights & Measures, Performance Formulas, Swing Radius, Weight Distribution, Tire Capacities, Grade Resistance, Air Resistance, Electrical Loads.

**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.

**I**  
COURSE

**Course I** is a great starter course for Chevrolet or GMC light truck sales personnel. This five lesson make-specific course provides product and technical training in every aspect of light trucks.

**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.** Excellent introductory course to gain medium-duty truck knowledge. Course II is available in make specific versions as well as a General course ideal for fleet/leasing/purchasing personnel.

**III**  
COURSE

**Heavy Duty Models.** Class 8 trucks and tractors are a challenge in application/selection—Course III provides training to meet that challenge. A favorite with factory sales & engineering personnel. Kenworth personnel should use Kenworth product information to specialize in the make. Those in purchasing/leasing should specify the General course.

**IV**  
COURSE

**Mid-Range Diesels.** Class 5-6-7 diesel market is the focus in Course IV. The 354 page textbook covers engine and drivetrain technologies in detail. Great follow-up to Course II, ideal for anyone selling 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, 2017

	USA or Canada	Other Countries	2017 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.  
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.