



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 63,275 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

Our distance training 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 Training course focus is truck fundamentals and procedures for truck selection & application. Another part is learning and applying product knowledge gained from your data source — online, disc, or print based manufacturer's data book.

## The "Classroom" Comes to the Student

Our students make the best use of time and place. Distance learning courses allow them to stay in place while completing flexible self-paced training. Our printed Course III textbook is standard with additional eBook and electronic delivery options available.

The 10-lesson Course III for heavy-duty models can be completed in as little as 70 hours of study time. Every student is a "class of one," tutored by a TMI instructor, who critiques the achievement test following each lesson. Test scores are often returned within a business day after the completed exam arrives by fax, email, or return envelope for grading.

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

## 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 that cover the entire truck spectrum. Each stands on its own—they don't have to be taken in sequence. Each delivered to your door—in print and or electronic.

### I COURSE

**Course I:** 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 created Shadow line of trucks serve as examples for technical explanations, representing a 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 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. Dealer personnel use a data book to specialize in your 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. Great follow-up to Course II, ideal for anyone selling or purchasing these vehicles.

## Enroll Today!

Truck professionals graduate with Truck Marketing Institute! Return the application by: mail, email to [rob@tmitraining.com](mailto:rob@tmitraining.com), fax to 805-684-2868, or call us at 805-684-4558, or 800-447-1251.



# Truck Marketing Institute

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Email: rob@tmitraining.com ■ Fax: 805-684-2868 ■ Tel: 805-684-4558



# Precision Truck Training Enrollment Application

**ENROLL BY PHONE, FAX, MAIL, OR EMAIL**

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, 2021**

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

**2021  
TUITIONS  
IN US\$**

**Mark below to get the additional \$30 Acrobat eBook version of our textbook with the enrollment. Available on CD or by Email. 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						
Enrollee Names		Email Address (may be used for delivery of content)		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"/>
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<input type="checkbox"/>	_____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**EBOOK ETEST**      **SELECT AT LEFT OF NAME FOR ELECTRONIC DELIVERY OF TEXTBOOK OR TESTS — STANDARD FORMAT IS PRINTED**

Yes, we would like \_\_\_\_\_ copies of the optional \$30 eBook (in addition to the printed textbook).  
CHECK ABOVE BY NAME TO HAVE MATERIAL EMAILED. DEFAULT EBOOK REQUEST DELIVERED ON A CD.

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.

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

**TUITION DISCOUNT: Enroll five or more and deduct \$15 per student. For details, call our toll-free number.**

## 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.