



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 63,400 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 textbook is standard with additional *eBook* and *electronic delivery* options available. Course IV includes our Truck Data Digest, a source of specifications for Class 5-6-7 diesel powered trucks sold in North America.

The 10-lesson Course IV covers medium-duty diesels and can be completed in as little as 50 hours of study time. Every student is a "class of one," tutored expertly by a TMI instructor, who critiques the 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.

Enrollments and Tuition

Enroll employees any time throughout the year. Precision Truck Training Course IV is a vital investment in 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 IV— Mid-Range Diesels

- Lesson 1 Truck Weight Ratings: Classes and Groups, Chassis Types, Cab Types, Dimensions, Fuel Supplies and Costs.
- Lesson 2 Inflation, Diesel vs. Gasoline, Depreciation, Expense Deductions, Leasing, Financing.
- Lesson 3 Why Diesels are Fuel-Efficient, Engine Performance Terms and Measurements, Torque & Power, Inner Workings of Diesels, Engine Specifications, Engine Rebuildability.
- Lesson 4 Axle Ratio—Key to Truck Performance, Geared Speed Equations, Power Demands, Calculating Top-Gear Performance, How to Determine Net Power Required.
- Lesson 5 Low Speed Performance, How to Gear for Gradeability, Transmission Ratios and Geared Speeds, How to Make a Shift Chart, Rear Axle Functions, Types and Gearing.
- Lesson 6 Selecting the Best Driveline Combination, Transmission Types, Clutches and Prop Shafts Power Take-Offs.
- Lesson 7 Truck Weight Distribution, Body and Wheelbase Lengths, Guidelines for Gross Weight Distribution, Tractor-Semitrailer Weight Distribution and Dimensions.
- Lesson 8 GAWRs and GVWR, Frame Designs, Front & Rear Suspensions, Steering Systems, Choosing Tires, Tire Sizes & Dimensions, Tire Types, Wheels and Rims.
- Lesson 9 Brake Systems, U.S. FMVSS-121, Weight Transfer During Braking, Retarder Devices.
- Lesson 10 Engine Temperature Control, Diesel Fuel Systems, Electrical Systems, Terms and Components, Special Bodies and Equipment, Final Result: The Right Truck for the Job.
- Lesson 10M How to perform power, weight and cost calculations using metric formulas.

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.



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: 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.



Medium Truck Basics. Excellent 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.



Heavy Duty Models. For sellers of heavy trucks, Course III is the complete "how to" training on spec'ing out both straight trucks and also tractor-trailer combinations.



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. A great follow-up to Course II, ideal for anyone selling, purchasing or operating these vehicles.

Enroll Today!

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



Truck Marketing Institute

1090 Eugenia Pl., Ste 101 ■ Carpinteria, CA 93013 ■ www.tmitraining.com
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, 2022

	USA or Canada	Other Countries	2022 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 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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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.

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

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.