

# highlights

News and Trends  
of the Automotive Industry

## Hunter hosts record attendance at SEMA 2015!



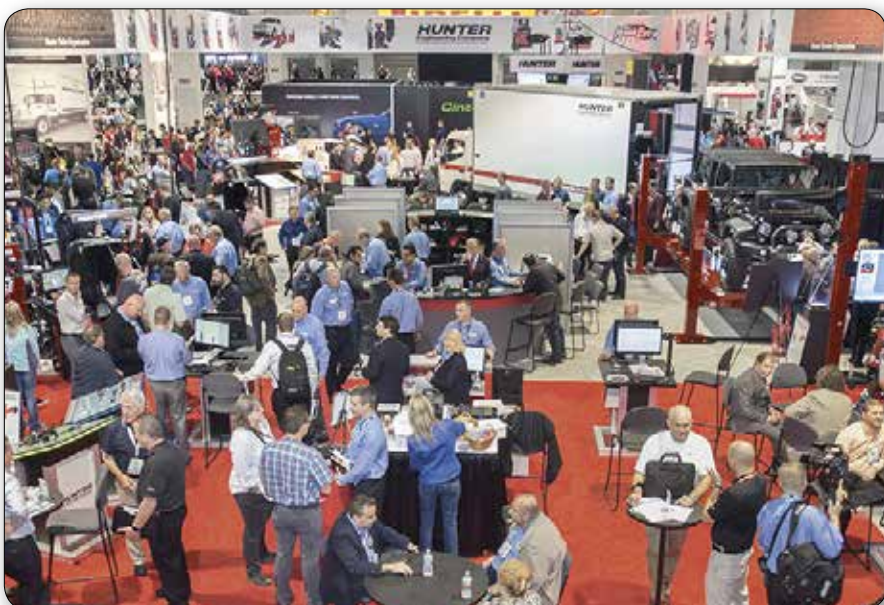
Hunter's team of industry experts gather for a group picture in the Hunter booth at SEMA 2015 in Las Vegas, Hunter Engineering Chairman, Stephen F. Brauer is pictured front, center.

In November, Hunter Engineering showcased 23 exciting new or improved technologies during SEMA 2015 in Las Vegas.

Hunter's 7,000-square-foot booth drew a record number of visitors and featured innovations such as the updated Revolution™ tire changer, the Auto34S and a fully equipped heavy-duty mobile service truck.

Booth visitors also discovered new business solutions including facility design, process implementation and training programs.

During the show, Hunter was featured on various media outlets including Two Guys Garage and Velocity Channel's Performance TV.



Hunter's innovative products and business solutions drew record crowds at SEMA 2015 in Las Vegas.



Hunter representative, Don Glaser, changing a carbon fiber wheel assembly on the Revolution™ tire changer.

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# Hunter's SEMA booth offers profitable business solutions!

This year, Hunter's SEMA booth featured five integrated industry partner booths. Business partners EC Design, AutoPlan, AutoPoint, Pit Stop Consulting and GreatAmerica Financial Services advised Hunter's booth visitors on cutting-edge business practices.

Booth visitors spent one-on-one time reviewing their business strategies and asking questions to the experts on hand.

Hunter also had a training area to provide details about Hunter's training programs. All Hunter Training classes are led by ASE-certified instructors and training material is kept current through a rigorous curriculum review process.

Hunter educates thousands of students each year through a network of training centers located throughout the U.S. and Canada.



Above: EC Design, a facility design software firm, provided shop designs in virtual reality.

Left: Hunter's Quick Check® system integrates with AutoPoint's electronic MultiPoint inspection (eMPI) solution. AutoPoint features digital solutions to increase productivity and customer retention in automotive service departments.



## iShop Integration Standard featured at Industry Week 2015

Hunter Engineering Quick Check® inspection systems use iShop standards, developed and maintained by the AutoCare Association. Live iShop integration demonstrations were performed at both SEMA and AAPEX 2015.

AAPEX 2015 featured iShop integration for shop equipment, software and information servers to seamlessly communicate, eliminating manual data re-entry.

Possible integrations include displaying inspection results, inputting directly into the complete multipoint inspection and generating printed or digital reports for vehicle owners.

Integration gives shops the ability to track approved and deferred service, engage in follow-up marketing and increase service revenue. Shop management can also gain total visibility into service department execution and results.



Hunter's booth at AAPEX featured iShop integration and details about Hunter's Quick Check® inspection system.



Hunter's Inspection Product Manager, Alan Hagerty, interviewed by AAPEX about new iShop integration standards.





# Hunter features fully equipped heavy-duty mobile service truck at SEMA 2015!

Hunter Engineering featured a heavy-duty on-site service truck demonstration at SEMA 2015, showcasing a new way to utilize Hunter's award-winning equipment through mobile service.

The mobile service vehicle allows shops to provide unmatched convenience to consumers and inspect and service entire fleets in a single visit. On-demand services include inspection, wheel alignment, tire changing and balancing.

This innovation expands a service facility's reach to provide new services without increasing the brick and motor footprint of a traditional shop environment. The heavy-duty mobile service vehicle allows shops to maximize value, eliminate downtime between customers and take advantage of untapped revenue.



The heavy-duty mobile service truck was a crowd favorite at SEMA. This innovative approach makes it easy for shops to provide convenient, mobile alignment service, especially to fleet customers.



Changing heavy-duty truck and bus tires is easy on Hunter's TCX625 tire changer.



# Hunter's new Auto34S includes slim design, enhanced controls!



The updated Auto34S features updated controls making it the easiest to use tire changer in its class.

Hunter's new Auto34S features a space saving, functional design that makes this powerful tire changer even easier to use.

The ergonomic Auto34S features an air powered, push-button control that operates all diameter functions from a single point.

The new memory button feature saves the tire diameter setting and returns the mount head to the same spot until reset, saving the operator effort when changing sets of matching tires.

An improved press head allows for better grip on all tires, especially extreme low profile tires. A lighter quick clamp improves clamping ease.

Auto34S tire changers now include an integrated wheel lift to ease the service of large assemblies, reducing operator fatigue and risk of damage.



# Updated Revolution™ tire changer features smaller footprint, expanded capabilities!

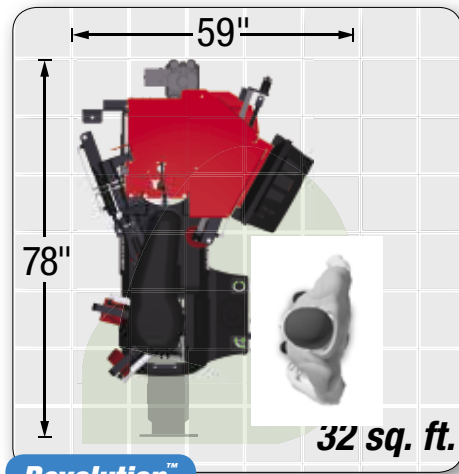
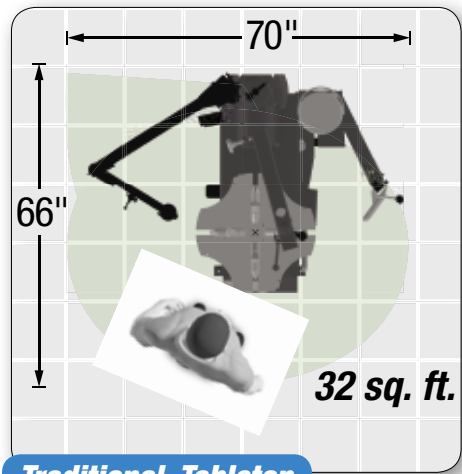
New updates to the Revolution™, Hunter's fully automatic tire changer, have reduced the unit's footprint by 25% and enhanced ease-of-use. The Revolution's updated console is now integrated into the unit for improved ergonomics and increased adaptor storage.

An all-new flange plate comes standard and eases servicing of plastic clad and reverse wheels where maximum protection is needed. The new flange plate features a wider, stronger clamping range and makes adjustments faster using quick-change pins.

Revolution™ tire changers now come standard with a camera kit to record every tire changing interaction and verify correct operation and training.

Updates also include enhanced software. New 1.4 software features an advanced control function for more freedom when servicing extremely high-end assemblies and a new, adaptive bead-breaking system.

A new thick bead kit accessory expands the capabilities of the Revolution™ to include range H and higher tires as well as off-road tires. A new wide hook and reverse wheel adaptor enhance the unit's capability for thick bead applications.



The updated Revolution™ tire changer was featured on Velocity Channel's Performance TV.

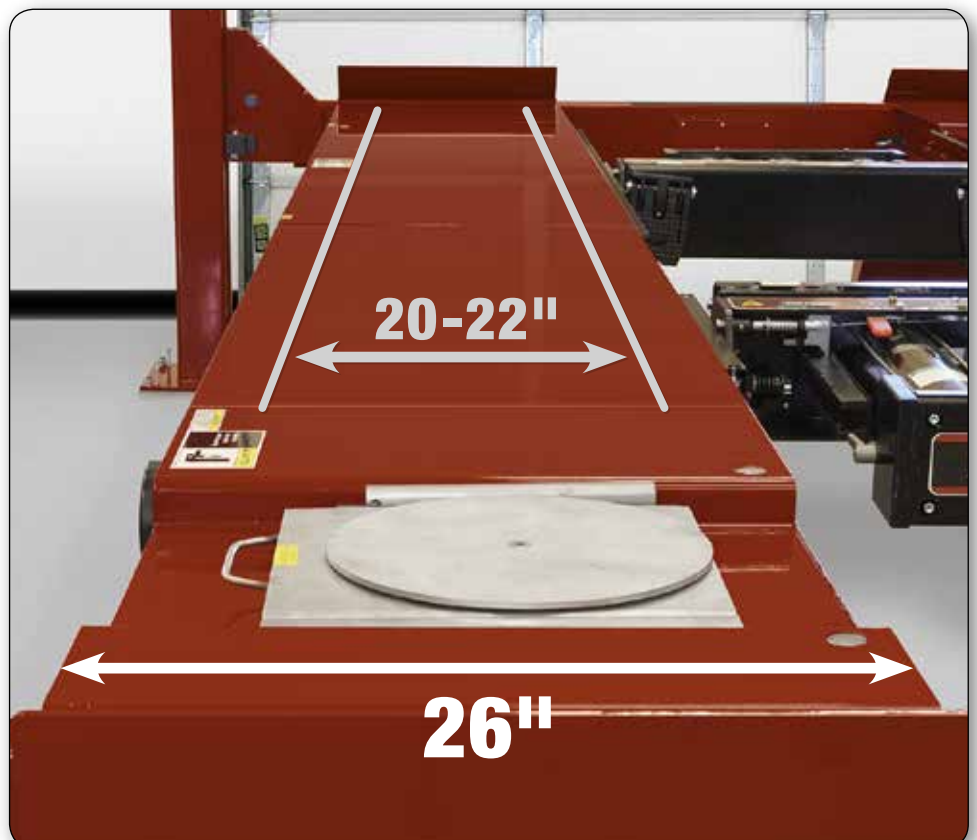


The Revolution™ received a lot of media coverage at SEMA 2015, including attention on various social media platforms.

# Extra-wide 26" runways on Hunter's new four-post lift!

Hunter's L451 four-post lift now features extra-wide 26" runways. The new generation four-post lift family is available in long or standard runway length and open or closed-front configurations. Servicing a wider range of vehicles including dual axle and large capacity vehicles is easy on the new 26" wide runway.

The enhanced, 18,000-lb. capacity four-post lift maintains its footprint and does not require additional bay space. New generation four-post lifts also feature an easy-to-use console and optional full integration with alignment systems (FIA) to maximize productivity and streamline alignment business.



Competitors' four-post lifts don't measure up to the 26" extra-wide runways featured on Hunter's new four-post lift.



# Hunter's Quick Tread® system wins MOTOR Magazine's 2015 Top 20 Tools Award!

Hunter Engineering Company is pleased to announce the innovative Quick Tread® system has won MOTOR Magazine's Top 20 Tools Award for 2015. This is the seventeenth MOTOR Top 20 Tool Award won by Hunter since 1994.

Every year, MOTOR Magazine selects the latest and greatest additions to the automotive tool industry to win this prestigious award. Breakthroughs in originality, quality and ingenuity make the winners of the Top 20 Tools Award stand apart.

Hunter's award-winning Quick Tread® drive-over tread depth system automatically measures the tread depth of each tire in seconds and generates a point cloud—a three-dimensional model of the customer's tire. Results are presented in a digital report and on an easy-to-understand, customizable printout.



Hunter's Inspection Product Manager, Alan Hagerty, accepts MOTOR Magazine's 2015 Top 20 Tools Award for the Quick Tread® drive over tread depth system.



Hunter's Quick Tread® demonstration always draws large crowds at SEMA. Driven by Hunter's award-winning WinAlign® software, Quick Tread® tread depth measurements are processed on site in seconds.

# Hunter's Quick Check® now offers heavy-duty battery clamps!



Above: Optional heavy-duty battery clamps can hold up in your tough shop environment.

Right: An accessory for Hunter's Quick Check® unit, these heavy-duty battery clamps have been designed with increased strength and durability.

Hunter's battery tester now offers optional heavy-duty clamps. These new battery clamps were designed with increased strength and durability, to hold-up in today's tough shop environment.

Hunter's battery health test uses conductance testing to measure a battery's ability to carry electric current. The battery test uses patented technology from Midtronics to test batteries to OEM specifications and send results to the console wirelessly in ten seconds.





# Hunter runs social media campaign during SEMA 2015!

Prior to SEMA 2015, Hunter launched a two-part social media contest offering trips to SEMA 2015 and the chance to win a free SmartWeight® Touch wheel balancer at the show.

OK Auto, 4WD & Tire (Stewartsville, New Jersey) and Trinity Motorsports (Pooler, Georgia) won a trip for two to SEMA 2015 by following Hunter on Facebook, Instagram, Twitter or YouTube and posting their answer to the question: "Why do you choose Hunter?" using the hashtag #WeChooseHunter.

At SEMA, anyone attending could stop by Hunter's booth and upload a photo or video of their favorite Hunter equipment to social media with hashtag #HunterAtSEMA for a chance to win a free SmartWeight® Touch.

All social media posts using #HunterAtSEMA were displayed on Hunter's social media wall at SEMA.

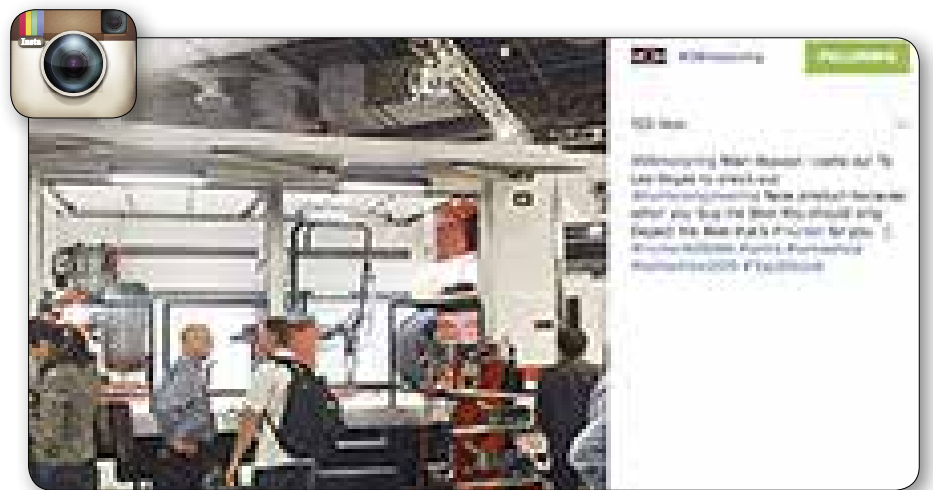
909 Motoring (Ontario, California) won the SmartWeight® Touch with a video of the Auto34S, their favorite equipment in Hunter's booth at SEMA.

OK Auto, 4WD & Tire and Trinity Motorsports stopped by Hunter's booth at SEMA to share why they choose Hunter. Both are looking for the best technology to bring efficient high-end service to their customers.

Check out the videos on HunterEngCo on YouTube and visit [www.hunter.com/SEMA](http://www.hunter.com/SEMA) for more information. Congratulations, OK Auto, 4WD & Tire, Trinity Motorsports and 909 Motoring!



Hunter's social media wall at SEMA instantly displayed posts from Facebook, Twitter, Instagram and YouTube that featured the hashtag #HunterAtSEMA.



*"Hunter products deliver technology straight to the customer. It is very efficient and gets the job done. We love all Hunter products."*



*"We service very high-end products... We want equipment that is going to provide service without any kind of damage and Hunter provides that for us."*



# SEMA 2015 visitors

## Subaru of America



Pictured from left: Subaru Service Project Engineer **Umur Selek**, Hunter Northeast Division Manager **Jim DeLeo**, Subaru Service Project Engineering Manager **Martyn Harding**, Subaru Service Operations Manager **Craig Jeffries** and Hunter VP Key Accounts **Doug Woolverton**.

## Rousseau Automotive



Pictured from left: Hunter Director of Canadian Operations **John Peron**, Rousseau Automotive Communication Key Account Manager **Leslie Campbell**, Rousseau Automotive Communication Editor-in-Chief **Huw Evans** and Hunter Canada Business Development Manager **Dino Hatz**.

## Jaguar Land Rover



Pictured from left: Hunter Northeast Division Manager **Jim DeLeo** and Jaguar Land Rover Manager Dealer Technical Support Tools and Equipment **Scott Tucker**.

## Ganley Auto Group



Pictured from left: Ganley Fixed Operations Manager **Dave Fisher**, Hunter Cleveland Regional Manager **Jeff Murray** and Ganley Fixed Operations Manager **Bill Housholder**.

## VIP Tires and Service



Pictured from left: VIP Tires and Service President and CEO **John Quirk**, VIP Tires and Service Vice President of Operations **Gary MacCausland**, VIP Tires and Service COO **Tim Winkeler** and Hunter Boston Regional Manager **Tom Lang**.

## BMW North America



Pictured from left: Hunter New York Regional Manager **Mike D'Ercole**, BMW North America Accessory Product Manager, Wheels and Tires **Dan Cordes** and Hunter Northeast Division Manager **Jim DeLeo**.



# SEMA 2015 visitors

## Grease Monkey



Pictured from left: Hunter Denver Regional Manager **Charlie Bullock**, Grease Monkey Senior VP of Operations and Business Development **Ralph Yarusso**, Grease Monkey Regional Director and Purchasing, **Rick Juarez** and Grease Monkey Training and New Services Director **Tom Staker**.

## Redburn Tire Company



Pictured from left: Redburn Tire Corporate Service Manager **Bobby Johnson**, Redburn Tire Mobile Service **Brian Szabo**, Hunter Heavy-Duty Sales Representative **Marde Anderson**, Hunter Global Heavy-Duty Market Manager **Justin Gonzalez** and Redburn Tire Fleet Maintenance Manager **Dustin Johnson**.

## Trinity Motorsports



Pictured from left: Trinity Motorsports Owner Operator **Dan Ward**, Trinity Motorsports Business Development **Allan Settles** and Hunter VP of Sales **John Zentz**.

## Myers Tire Supply



Pictured from left: Myers Tire Supply District Sales Manager **Mike Smith** and Hunter Cleveland Regional Manager **Jeff Murray**.

## Christian Brothers



Pictured from left: Hunter Houston Regional Manager **Bill Wilson**, Christian Brothers Director of Purchasing **Rick McRae**, Technical Training Manager **Peter Sarantidis** and Senior VP **Rod Marcotte**.

## Volkswagen



Pictured from left: Volkswagen Group of America Manager, Workshop Technology and Serviceability **Todd Nurnberger** and Hunter Detroit Regional Manager **Jeff Russell**.