

highlights

News and Trends
of the Automotive Industry

Hunter's Road Force® Elite wheel balancer earns exclusive GM approval

GM has announced Hunter's Road Force® Elite wheel balancer as essential equipment for use in their service facilities in the United States and supplied exclusively to over 4,200 GM dealers via the GM Dealer Equipment Program (GMDE).

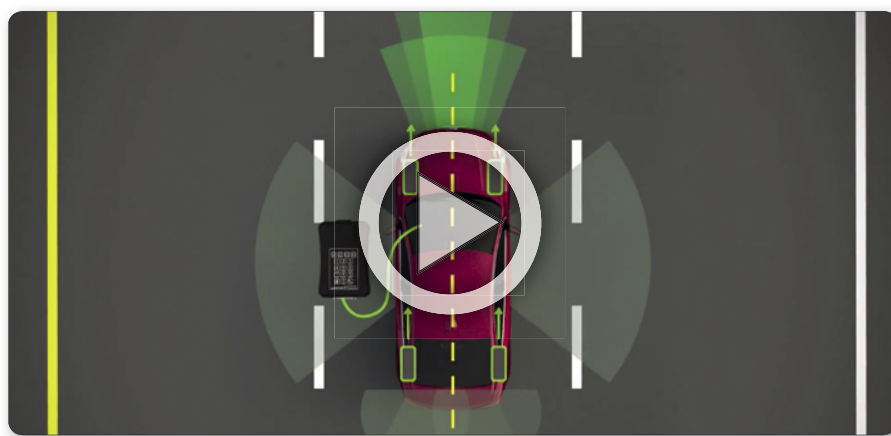
Road Force® Elite is the fastest diagnostic wheel balancer on the market and performs both a traditional balance and Road Force Measurement® in less time than it takes to complete a conventional balance. Hunter's patented vision system determines wheel dimensions and wheel runout measurements on the Road Force® Elite to save time, eliminate data entry errors, ensure accuracy and enhance ease-of-use. Force Matching® guides the technician to index and match the lowest spot on the rim with the stiffest spot on the tire to capture the best possible ride and prevent comebacks.

Hunter has developed equipment tailored to meet GM dealer service needs since the 1950s. In late 1953, GM opened a plant in St. Louis to build the Corvette. A custom installation at the plant was installed to ensure every Corvette wheel was balanced by Hunter.

Hunter Product Manager, Greg Meyer noted, "The speed of the Road Force® Elite balancer will not only allow all GM dealerships to quickly diagnose vibration problems, but also prevent them from occurring in the first place."



Hunter releases two Safety System Alignment videos to educate vehicle owners, shops



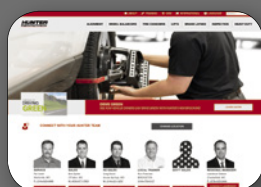
Today, driver assist systems are the fastest growing vehicle technology and yet are often a mystery to vehicle owners. These systems increase driver safety by using cameras and radar to monitor the vehicle's surroundings and help drivers avoid collisions. Hunter has released two educational videos about Safety System Alignment that explain the purpose and function of driver assist systems and the importance of proper mechanical and safety system alignment.

"Of the approximately 15 million vehicles registered in the U.S. in 2015, almost one-third of these vehicles have the option of being equipped with driver assist system technology, so it is very important for shops to understand proper reset procedures. Hunter is committed to providing educational materials like our new Safety System Alignment videos to the public," said Kaleb Silver, Hunter Engineering Senior Product Manager.



Connect with Hunter Engineering on YouTube @HunterEngCo

What's Inside



Redesigned
hunter.com
Page 2



Autopromotec
Page 3



Hunter
Durant
Page 5

Hunter releases next-generation WinAlign® consoles

Hunter is proud to introduce the next generation of WinAlign® consoles, WA500 and WA600. The new consoles feature Hunter's new HW2 PC running Windows 10 and WinAlign 15.1 software.

Hunter's industry-leading WinAlign® alignment systems are used in automotive service facilities around the world. Other wheel alignment machines don't come close to the productivity of the HawkEye Elite® aligner. This wheel aligner uses four precision cameras to measure the orientation of targets mounted to each wheel. The HawkEye Elite® wheel alignment system takes just 90-seconds to chock wheels and raise the lift to work height, mount targets and set air pressure, roll forward to compensate sensors, scan VIN numbers and print vehicle results automatically.



Hunter Engineering launches completely redesigned Hunter.com

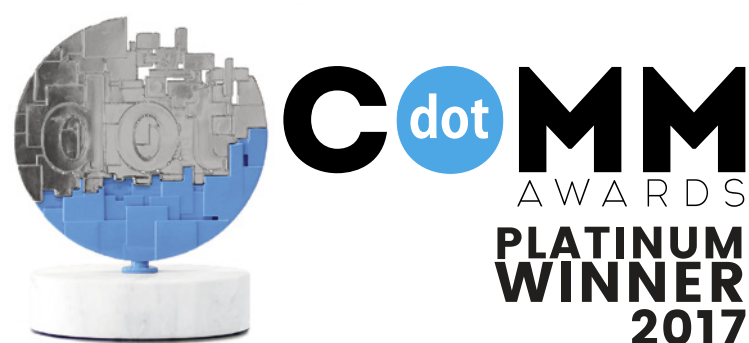
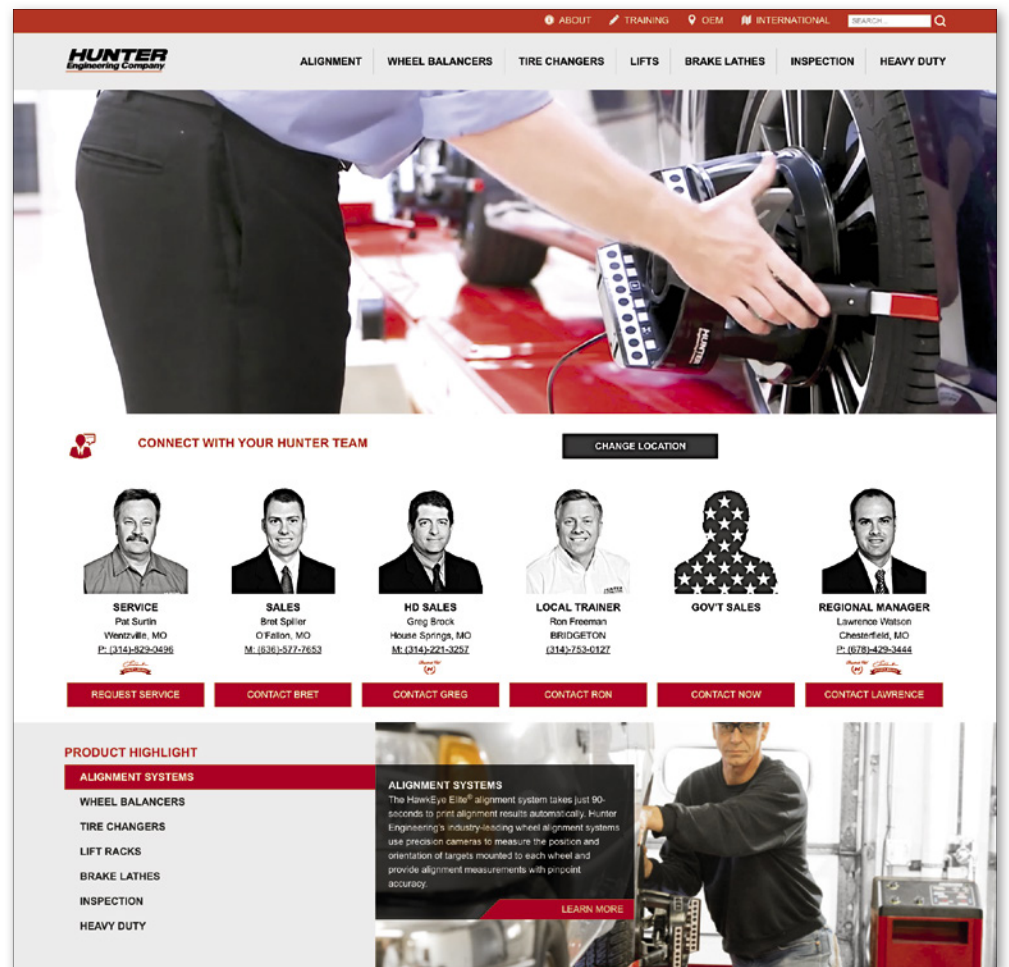
Hunter Engineering is very pleased to launch a completely redesigned Hunter.com. The new Hunter.com places even better emphasis on Hunter's local teams and industry leading products.

One click brings users to wheel alignment, wheel balancers, tire changers, brake lathes, inspection lane equipment or any of Hunter's world class products.

The new site uses a fully responsive, wide-screen design and features real shop photography of Hunter equipment used in actual facilities. The new site also emphasizes Hunter's library of exciting video content, including promotional and operational videos.

A large focus of the new Hunter.com is making it incredibly easy for users to connect with their local Hunter team, including their local service, sales and training representatives. Simply by entering their zip code, users can email or call their local Hunter representative who will be alerted immediately of the request. Each product page on the new Hunter.com also features three times more product information than the previous Hunter.com, allowing shop owners to make more informed decisions when researching equipment.

Please visit www.hunter.com to view and interact with Hunter's new site!



The newly redesigned Hunter.com has also been awarded a Platinum dotCOMM award in the Business to Business Website category.

The dotCOMM Awards is an international competition honoring excellence in web creativity and digital communication. The Platinum dotCOMM Award is the highest level given to an organization and represents excellence in web communication, creativity, content and design.

Hunter technology featured at Autopromotec 2017 in Italy



Hunter Engineering showcased new technology for exceptional undercar service at Autopromotec in Bologna, Italy from May 24-28, 2017.

The booth featured the AutoComp Elite® brake lathe, Revolution™ tire changer, Road Force® Elite wheel balancer and premium WinAlign® systems. Hunter hosted meetings with Autopromotec booth visitors to discuss advancements in undercar service and work as a partner to solve common challenges.

Hunter featured exciting new products and features to a worldwide market at Autopromotec in Bologna, Italy in May 2017.



Hunter Region Manager for Europe, Luca Pivetti, discusses the benefit of the HawkEye Elite® alignment system.



Hunter Engineering Representative, Mirsad Lucevic, demonstrates the touchscreen interface of the new Road Force™ Elite wheel balancer.

Hunter announces new Quick Tread® console for service drives

Hunter's Quick Tread® inspection technology automatically measures tire tread depth and captures vehicle identification in seconds as motorists drive into the service lane. The new, compact console provides a clean installation virtually anywhere in or nearby the service drive thereby saving valuable space.

The Quick Tread® console includes everything needed to run a fully-automatic inspection lane and can be connected to a network printer at the service desk to provide customers inspection result printouts. The Quick Tread® system can also be integrated with multi-point inspection providers to supply digital inspection reports and tires offers to customers.

Approximately 25% of all customer tires are in need of immediate replacement or will need to be replaced soon. By auditing every vehicle and presenting timely, informative tire offers, shops are able to dramatically increasing customer tire sales. Studies show 78% of consumers maintain their vehicle where they purchase tires. Furthermore, motorists are more likely to buy a new vehicle from a dealer where they also get tires.



Conversations Building Across Social Media

To compete in an ever-changing landscape, automotive service providers must shift from operations-based businesses to technology-based businesses, and place more focus on their ability to provide the best possible service to their customers.

For some businesses this means showing off new equipment across social media. Shops are showing vehicle owners their commitment to keeping up with the latest technology. These images and stories are worth sharing across social media on Facebook, Twitter, Instagram and YouTube.

Check out the buzz Hunter Engineering is creating on social media!



Visit us online at hunter.com or on social media @HunterEngCo.

Excelerate Performance added 2 new photos.
April 7 at 9:27am · 🌐

Setting the bar at the top with the help of [Hunter Engineering Company Corporate](#) and [#teamexcelerate](#). Good equipment means nothing without the proper team and training to back up the punch. Accepting nothing less than the best.

Jason Zagami and Matt McDonald

Like Comment Share

KUZZII Motorsports @KuzziiMotor · 30 Aug 2016

No matter the the tire size, it only takes the [@HunterEngCo](#) Revolution 2 minutes to change a tire! [#wechoosehunter](#)

2 4

kctrends KC Trends Motorsp... 2w

294 likes

kctrends @audi R8 with @vertiniwheels & @toyotires in for a alignment today. [#kctrends](#) [mackmeinhardt](#) 🙌🏻

Add a comment...

Chad Block March 28 at 2:40pm · York, PA · 🌐

Love these [Hunter Engineering Company Corporate](#) machines we have had since 2007- they work amazing thanks to [Doug Woolverton](#)

Like Comment Share

Denny Bowen, John Norkus Hunter and 99 others

1 share 12 Comments

Strachans Tyres @strachanstyres · 10 Nov 2016

That'll be our new HUNTER alignment system installed! 😊
I can't wait to get this in action!
Opening Monday! [@Pro_Align](#) [@HunterEngCo](#)

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Mississippi Governor Phil Bryant on Hand to Celebrate 40 Years of Hunter in Durant



A group of 40 year employees who started with Hunter when the plant opened join Governor Bryant and other state and local government officials.

Last spring Hunter's Durant Mississippi plant celebrated 40th years of operations. Mississippi Governor Phil Bryant along with other state and local officials joined Hunter executives and employees for a plant tour and luncheon celebrating 40 years of Hunter in Durant.

In his remarks, the Governor praised Hunter Durant employees for their hard work and dedication. He called Hunter employees an example for the state and said they are the reason Mississippi products are respected around the world.

Hunter's Durant facility operates 24 hours per day and is the largest private employer in Holmes County. Hunter consistently ranks as one of the best companies to work for in the Mississippi delta region. The Durant facility produces Hunter racks, brake lathes and inspection lane equipment including brake testers and Hunter QuickTread™.



Hunter executives and the local management team welcome Mississippi Governor Phil Bryant and Senator Chad McMahan.



Mississippi Governor Phil Bryant tours the Hunter Durant facility, including the state-of-the-art powder coating paint system.



Employee Spotlight: Dennis Beckmann



Dennis Beckmann has been working at Hunter Engineering Company for 47 years since October 1970.

Hunter Engineering is dedicated to investing in people and is proud to have many employees with long tenures. Hunter's longest tenured employee is Dennis Beckmann.

Q: When did you start working at Hunter Engineering Company?

A: I started at Hunter Engineering Company 47 years ago on October 6, 1970 making \$2.47/hour. They've always taken good care of me here, which is why I've been here so long.

Q: Do you recall your first day at Hunter?

A: Not completely, but I do know they gave me all the hard stuff on my first day. I was a skinny kid and they put me right over in the Shipping Department packing and sending out steel runways.

Q: What has changed the most about Hunter in 47 years?

A: In 1970 Hunter only had one manufacturing facility, so we did everything here in St. Louis. There was the machine shop, welding, paint shop and large conveyors with parts. We had a staff of over 500 people working day and night shifts. We were filling three tractor trailers a day with all our freight including the steel and runways.

Customer Spotlight: Just Right Auto Repair (Greenville, SC)

Hunter HawkEye Elite® has allowed Just Right Auto Repair, in Greenville, SC, to reduce set-up time and ease alignment service.

“The HawkEye Elite® allows us to quickly let our customers know of any needed service. Now we no longer have to send out cars we can’t service,” says Bill Bower, Owner of Just Right Auto Repair

Bower goes on to say, “We have increased profits and now we can be the go-to shop for our customers by providing our customers printed before and after results to help educate them about needed service.”



Just Right Auto uses the HawkEye Elite® alignment system to increase alignment set-up speed and inform customers of needed service.

I have been working in the automotive industry for 20 years and began running Just Right Auto Repair 10 years ago. We have been in our current location for nearly four years.

Before investing in Hunter, we were not happy with the performance of our aligner, so we knew it was time to replace it with a higher-end piece of equipment. Our local Hunter representative came in to show us the HawkEye Elite® wheel aligner and we knew immediately that it was a much better fit for our company.

The HawkEye Elite® is much easier to use, especially the wheel targets with Quick Grip® adaptors, which have greatly reduced our set-up time.

The HawkEye Elite® allows us to quickly let our customers know of any needed service. Now we no longer have to send out cars we can't service. We have increased our profits with the HawkEye Elite® and now we can be the go-to shop for our customers by providing our customers printed before and after results to help educate them about needed service. The technicians are also happy to use it, they see how much faster and easier alignment service is with the HawkEye Elite®.

Bill Bower

Bill Bower
Owner, Just Right Auto Repair

2403 Wade Hampton Blvd. Greenville SC 29615 Phone: 864-242-1961 Email: office@justrightautoinc.com

“The HawkEye Elite® is much easier to use, especially the wheel targets with Quick Grip® adaptors, which have greatly reduced our set-up time.”

Bill Bower

Bill Bower
Owner, Just Right Auto Repair

Hunter recent leadership and Region Manager appointments



Ed Trenary has been promoted to Vice President, Quality Assurance. Ed started his career with Hunter as an Electronics Technician in 1988.

In 1994, he was promoted to Manager, Field Service. In 2001, he was tasked with the responsibility of managing the Quality Assurance Department and was promoted to Director, Quality Assurance.



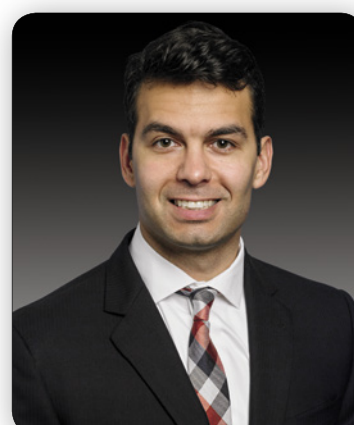
Jon Bishop is now Cleveland Region Manager. Jon started with Hunter in 2014 as a Sales Representative in Philadelphia, Pennsylvania.

Jon earned the President’s Club Award in 2015. Jon’s management experience and technical knowledge will be a great asset to the Cleveland Region.



Dan Martin has been appointed Vancouver Region Manager. Dan began his career with Hunter as a Sales Representative in Vancouver, Canada in 2010.

Dan was awarded the Million Dollar Club Award in 2016 and President’s Club in 2012. Dan’s experience will be a strong asset in the Vancouver Region.



Alex Smith has been promoted to Assistant Product Manager. Alex will be working with Kaleb Silver, Alan Hagerty and Don Glaser to support the Alignment and Inspection product lines.

This will include work with Quick Check®, Quick Tread®, Quick ID™, HunterNet®, Integration and Alignment products.

Hunter visitors BTS Tire and Wheel



Pictured from left: Hunter Charlotte Region Manager **Curtis Hodges**, BTS Equipment Sales **Jason Frink**, BTS Distribution/Sales Manager **Jeremy Talbert**, BTS Equipment Sales Manager **Claude Collins**, BTS Director of Sales **Frankie Underwood**, Hunter Director of Training **Tom Settle**, Hunter Richmond Region Manager **Tony Jones** and BTS Owner **Jeremy Benton**.

Brakes Plus



Pictured from left: Brakes Plus Store Manager **Jeff McMartin**, Brakes Plus Equipment Manager **Tim (Smitty) Smith**, Brakes Plus VP Operations **Steve Ribble**, Brakes Plus Store Manager **Rob Coleman**, Hunter Gulf States Division Manager **Charlie Bullock**, Brakes Plus Store Manager **Mark Purcell**, Brakes Plus Store Manager **Anthony Wheeler**, Brakes Plus VP Operations **Mike Leonard** and Hunter Director of Training **Tom Settle**.

Love's Travel Stop



Pictured from left: Hunter Oklahoma City Region Manager **Tim Prater**, Hunter Product Manager **Don Glaser**, Love's Travel Stop Manager Parts and Repairs **Terry Sewell**, Hunter Gulf States Division Manager **Charlie Bullock** and Hunter Director of Training **Tom Settle**.

Nissan



Pictured from left: Hunter VP of Key Accounts **Greg Dunkin**, Hunter Indianapolis Region Manager **Joe Fuller**, Nissan Program Manager, Techmate Tools and Equipment **Jonathan Beard**, Nissan Manager, Techmate Tools and Equipment **Barry Fodor** and Hunter Nashville Region Manager **Harold Smith**.

Tesla



Pictured from left: Hunter San Francisco Region Manager **Bill Keyes**, Hunter Western Division Manager **Chris Tullus**, Tesla Group Manager Global Indirect Portfolio, Service Operations **David Mun**, Hunter VP Key Accounts **Doug Woolverton**, Tesla Global Supply Manager, Indirect Purchasing **Elizabeth Blair**, Hunter VP of Sales **John Zentz** and Hunter Director of Training **Tom Settle**.

Rush Enterprises



Pictured from left: Hunter Sales Development Manager **Brent Livers**, Hunter Houston Region Manager **Bill Wilson**, Rush Enterprises Director of Service Peterbilt **Joe Aschoff**, Rush Enterprises Director of Service Navistar **Charlie Wileman**, Rush Enterprises Corporate Expense Buyer **Drew Willis** and Hunter Director of Training **Tom Settle**.

Hunter visitors

Honda/Acura



Pictured from left: Hunter Western Division Manager **Chris Tullus**, Honda Assistant Manager Special Tools **John Hall**, Honda Manager Special Service Tools and Equipment **Joshua Stone** and Hunter Director of Training **Tom Settle**.

Bosch



Pictured from left: Hunter VP of Accounts **Greg Dunkin**, Bosch Director of OES Sales **Ray Rutkowski**, Bosch Director of Purchasing **Sabine Katzenmeier**, Bosch VP of Purchasing **Eddie Buehl** and Hunter VP of Sales **John Zentz**.

Summit Automotive



Pictured from left: Hunter Gulf States Division Manager **Charlie Bullock**, Summit Automotive Corporate Director of Fixed Operations **Chris Ward** and Hunter Director of Training **Tom Settle**.

Preqas



Preqas, Hunter's Swedish distributor, visited Hunter. Leading their visit was Hunter Vice President of International **Wes Wingo** (far left) and Hunter Region Manager for Scandinavia, Southeastern and Central Europe **Kevin Dillon** (4th from right).

Commerciale LMV



Representatives from Hunter's Italian distributor, Commerciale LMV, came to Hunter headquarters to learn more about Hunter's cutting-edge, undercar service technology. Leading their visit was Hunter Region Manager for Europe **Luca Pivetti** (far left) and Hunter Sales Development Manager **Ryan Gerber** (far right).

Adtechnik



Hunter's Czech Republic distributor, Adtechnik, recently visited the Hunter global headquarters located in Bridgeton, MO to learn more about the latest product line. Leading their visit was Hunter Region Manager for Scandinavia, Southeastern and Central Europe **Kevin Dillon** (far right).

HUNTER
highlights

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Engineering Company

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