

# highlights

News and Trends  
of the Automotive Industry

## Hunter hosts 65<sup>th</sup> annual Sales and Service Meeting

Hunter Engineering recently hosted the 65th annual National Sales and Service Meeting at Hunter's Bridgeton headquarters from April 3 to 7, 2017. About 750 Sales and Service Representatives attended a full day of refresher courses, new product demonstrations and hands-on training.

Popular sessions included Tire Changer and Balancer Update, Integration Enhancements, Business Development and more.

The National Meeting ensures that Hunter's Sales and Service Representatives are the most informed in the industry.



The Tire Changer & Balancer Update session was a meeting highlight.



Hunter's integration partners were discussed in the Integration Update session.

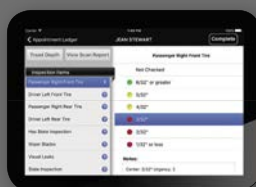


Hunter introduces the AutoComp Elite™ brake lathe with a shop comparison. The skit showcased the benefits of the highest quality brake lathe available including the touchscreen interface, automatic compensation, Anti-Chatter Technology (ACT), more power and variable speed.

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# Hunter exhibits new technology and business processes at NADA 2017!

Hunter Engineering showcased new technology and process enhancements at NADA100 from January 26 - 29, 2017 in New Orleans, Louisiana.

Over 25,000 attendees from domestic and international car dealer franchises attended the NADA100 convention to learn about new products and to see them in action.

Hunter's 5,000 square-foot-booth attracted constant foot traffic and was bustling with equipment demonstrations. The booth featured Hunter's AutoComp Elite™ brake lathe, Revolution™ tire changer, Road Force® Elite balancer and premium WinAlign systems. Hunter Quick Check® and Quick Tread® were also showcased with integration partner, AutoPoint.

Hunter was proud to celebrate the 100th anniversary of NADA. NADA hosts vehicle dealers, managers and auto industry executives each year. Hunter has featured profitable undercar service equipment at NADA for over 50 years.



Hunter Wheel Balancer/Brake Lathe Product Manager, Greg Meyer, demonstrates the AutoComp Elite™ brake lathe.



The Hunter team gathers for a group picture in the Hunter booth at NADA 2017 in New Orleans, LA. Hunter's booth featured new products and interactive media displays.



Hunter Inspection Product Manager, Alan Hagerty, explains Quick Check® integration with an interactive touchscreen display.



Hunter's booth featured several product demonstrations, including the Revolution™ fully-automatic tire changer.

# Hunter automatic inspection technology featured at NADA 2017!



Hunter Engineering showcased Quick Tread® and Quick ID™ at NADA 2017 to demonstrate how Hunter customers can boost customer retention and increase tire sales!

The new Hunter inspection technology automatically measures tire tread depth and captures vehicle identification in seconds as the customer drives through the service lane.

Advisors are able to immediately pinpoint tire replacement opportunities and easily present tire offers in 'good, better, best' format. 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 increase 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.

Hunter Sales Development Manager, Brent Livers, demonstrates automatic inspection technology with Quick Tread®. Quick Tread® measures tire tread depth and captures vehicle identification in seconds.



# Hunter's AutoComp Elite™ earns approval from leading OEs

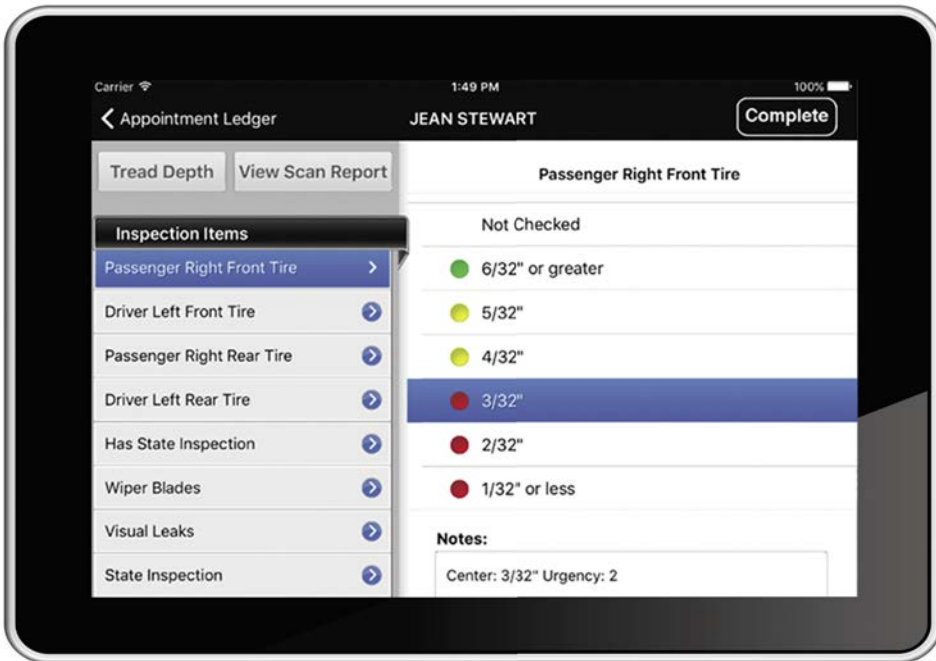
Hunter's AutoComp Elite™ brake lathe has been approved by several OEs including Acura, BMW/Mini, Fiat Chrysler Automobile, Ford, GM, Honda, Hyundai, Infiniti, Kia, Lexus, Mercedes-Benz, Nissan, Subaru, Toyota and Volkswagen.

The AutoComp Elite™ brake lathe features patent pending automatic compensation technology. The system directly determines the position of the internal plates to maximize speed and accuracy without operator intervention. The result is the fastest, highest quality brake job possible. The new 7" touchscreen provides a user-friendly interface that allows technicians to quickly look up required adaptors, operate the lathe including changing cutting direction and speed, and view instructional videos. AutoComp Elite™ also includes patented Anti-Chatter Technology (ACT) which eliminates the buildup of vibration (chatter) that can occur when machining rotors at a fixed speed.

Hunter Product Manager, Greg Meyer noted, "The speed and ease of resurfacing rotors with the new AutoComp Elite™ will allow service facilities to provide the highest quality brake service to their customers."



# New! Quick Inspection Technology integrates with AutoLoop's SmartLane!



Hunter's quick inspection systems now feature full integration with AutoLoop's SmartLane application, a robust, wireless check-in and walk-around tool. Hunter technology automatically delivers a digital printout to the SmartLane driver-intake tool. Tire tread depth results from Hunter's Quick Tread® drive-over tread depth measurement system are also automatically populated in the SmartLane vehicle inspection.

According to AutoLoop CPO Matt Rodeghero, "SmartLane's comprehensive capabilities and intuitive interface places all the information your advisors need right at their fingertips. Increase upsells by presenting recommended services—including instant tire availability and pricing, Good, Better, Best options and previously declined repairs. SmartLane also helps boost approvals on additional work by displaying any current coupons within the customer record."

## AutoLoop™

Retention Through Engagement

# Hunter releases new brochure design with new in-house print capabilities!

Hunter Engineering has released a completely new design for all product brochures. The new design features a modern innovative layout and color scheme to showcase Hunter's advanced undercar service equipment.

Hunter product brochures are produced as part of a comprehensive in-house printing initiative. An average of one million pages per month are printed at Hunter headquarters in Bridgeton, MO. This includes operations manuals, direct mail pieces and product brochures.

"Hunter's print capabilities allow us complete control over every aspect of a print job, including immediate turn-around time," says Mike Barnes, Print and Mail Manager at Hunter Engineering.

Barnes goes on to say, "We have four production printers and two wide format printers. Printing product brochures and other literature in-house allows Hunter to have superior quality control and speed of production."

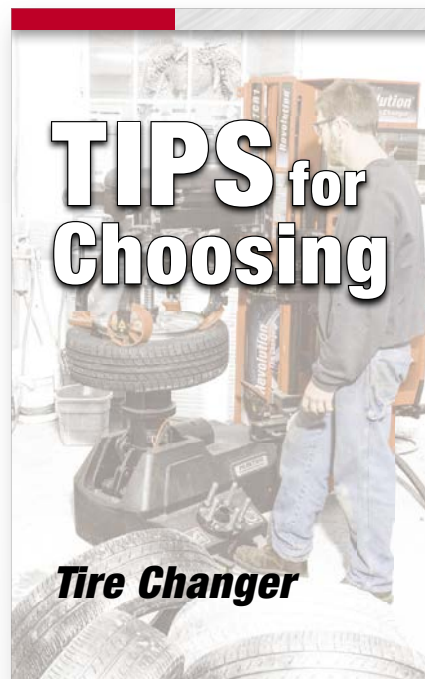


# Hunter releases redesigned companion literature!

Hunter is very pleased to announce the official release of several new and redesigned companion literature pieces.

First previewed for Sales and Service Representatives at the 2017 National Meeting, these companion pieces provide additional product information and industry tips to drive shop success.

The “Why to Invest...” tri-fold brochures answer your questions about product features and benefits. Hunter’s horizontal Testimonial Brochure booklets feature real-life stories from shops who have invested in Hunter equipment. The vertical “Tips for Choosing...” booklets present factors to consider when purchasing new equipment.



# Hunter receives 2016 St. Louis Green Business Challenge Award



Chip Hiemenz accepts the award of achievement on behalf of Hunter and the Hunter 2016 Green Team.

In December 2016, Hunter received accolades in the 2016 Green Business Challenge.

The Green Business Challenge provides organizations with a road map to more comprehensive green business practices. The Green Business Challenge is a joint program of the St. Louis Regional Chamber of Commerce and the Missouri Botanical Garden. Participants identify and adapt strategies to improve financial performance and engage employees in voluntary measures to reduce environmental impacts.

Hunter chose action items based on a list of basic sustainability policies and practices including establishing a 10% waste reduction plan.



## Manufacturing

- ✓ 70% of steel comes from mini-mills, which use recycled content (since 2014)
- ✓ Plastics used composed of re-ground materials (since 2013)
- ✓ ISPM 15 compliant on packing materials (since 2009)

- ✓ Powder coat paint (TGIC Polyester) (since 2008)
- ✓ RoHs (lead free) compliant (since 2003)
- ✓ Re-usable totes to transport materials (since 2003)
- ✓ Recycled packaging used for shipping (since 1992)
- ✓ Compliant with all EPA regulations (since Hunter’s founding)

# Hunter Quick Check® integration helps businesses increase revenue

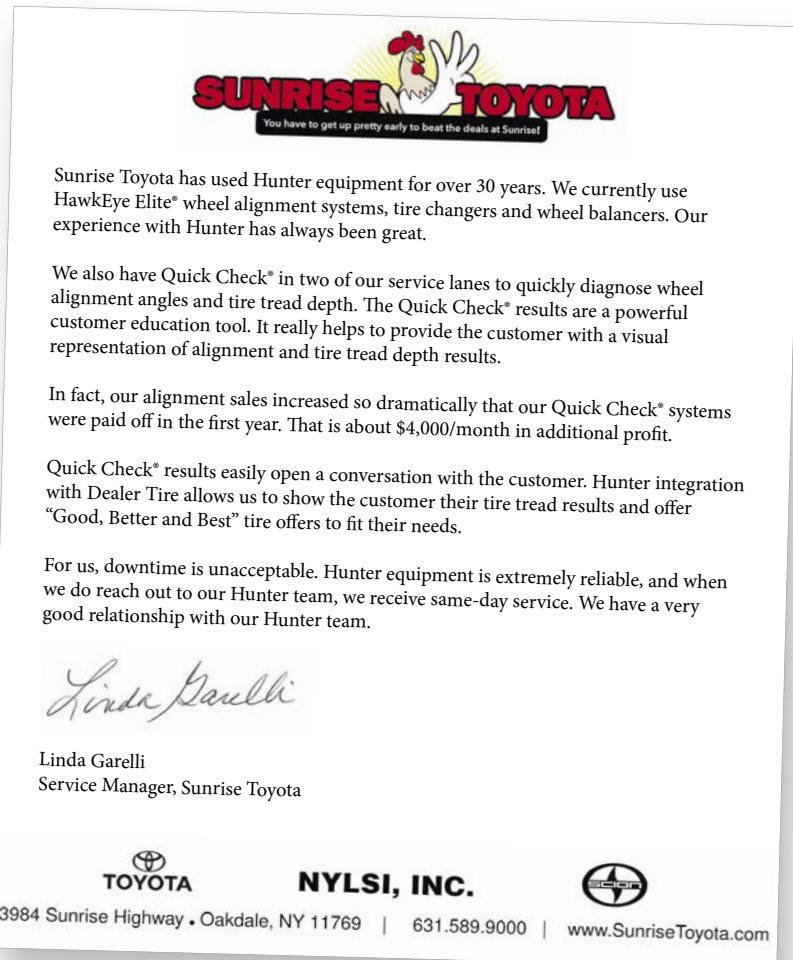
Hunter Quick Check® integration has allowed Sunrise Toyota to quickly diagnose wheel alignment angles and tire tread depth.

“The Quick Check® results are a powerful customer education tool. It really helps to provide the customer with a visual representation of alignment and tire tread depth results,” says Linda Garelli, Service Manager at Sunrise Toyota.

Garelli goes on to say, “Quick Check® results easily open a conversation with the customer. Hunter integration with Dealer Tire allows us to show the customer their tire tread results and offer “Good, Better and Best” tire offers to fit their needs.”



Sunrise Toyota’s inspection lane features the Quick Check® inspection system integrated with Dealer Tire to increase service revenue.



“In fact, our alignment sales increased so dramatically that our Quick Check® systems were paid off in the first year. That is about \$4,000/month in additional profit.”

*Linda Garelli*

**Linda Garelli**  
Service Manager, Sunrise Toyota

# Hunter celebrates recent Region Manager appointments



**Kevin Duke** is now Jacksonville Region Manager. Kevin began his career with Hunter Engineering in 2012 as a Sales Representative in Dallas, Texas.

Kevin earned the \$1 Million Dollar Award for 2015 and the 100% Award three times. He will be a great asset to the Jacksonville Region.



**John Murray** has retired after 19 years of service. John joined Hunter in 1997 as a Technical & Training Representative in Lafayette, Indiana.

John took over as Jacksonville Region Manager in 2012. John’s contributions to Hunter also include bringing his three sons onto the Hunter team.



**Tim Prater** has been named Oklahoma City Region Manager. Tim started with Hunter in 2015 as a Sales Representative in Fort Worth, Texas.

Tim earned the President’s Club Award for 2016. Tim’s previous management experience and industry knowledge will be great assets to the Oklahoma City Region.



**Mike McKee** is now Portland Region Manager. Mike began his career with Hunter Engineering in 2010 as a Sales Representative in San Francisco, CA.

Mike earned the President’s Club Award for 2016. Mike’s industry experience and hands-on approach will be great assets to the Portland Region.

# NADA 2017 visitors

## Asbury Automotive Group



**ASBURY**  
AUTOMOTIVE GROUP

Pictured from left: Asbury Automotive Group Director of Construction and Facilities **Brian DePouli**, Hunter Southeast Division Manager **Darcy Tallon** and Asbury Automotive Group Manager of Facilities and Equipment **Domenick Colanero**.

## Ott Equipment



**Ott**  
EQUIPMENT

Pictured from left: Ott Equipment Sales Manager **Erich Goebes**, Ott Equipment General Manager **Skip Huber** and Hunter Indianapolis Region Manager **Joe Fuller**.

## EQS



**Equipment Solutions**  
Division of Snap-on

Pictured from left: Hunter Director of Canadian Operations **John Peron**, Snap-on Business Solutions Director of Business Development **Paul Langhenry**, EQS VP **Brian Ross**, EQS Director of Operations and Finance **Jeffery Zuehls**, EQS Canadian National Manager **Jamie Boudreau**, Hunter Toronto Region Manager **Rob Ross** and Hunter Business Development Manager **Dino Hatz**.

## General Motors and SBS



**GM**

Pictured from left: Hunter VP of Key Accounts **Greg Dunkin**, Snap-on Business Solutions Director of Business Development **Paul Langhenry**, Hunter Director OEM Program **Jeff Russell**, General Motors Dealer Equipment Manager **Kent Woiak**, Hunter VP of Sales **John Zentz** and Hunter Director of Business Development **Chip Hiemenz**.

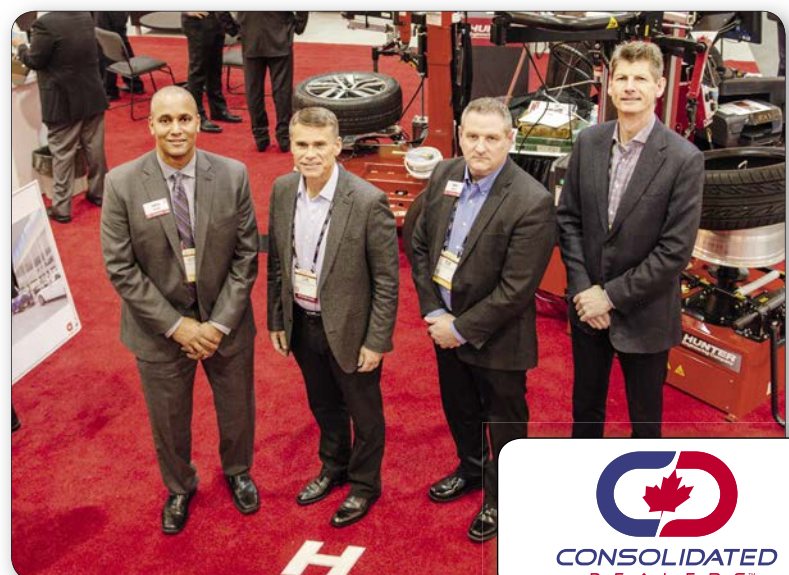
## Potamkin Automotive



**POTAMKIN**  
AUTOMOTIVE

Pictured from left: Potamkin North Freeway Hyundai General Manager **Karl Krell**, Potamkin Hyundai Service Manager **Carlos Mercado**, Potamkin Automotive VP of Purchasing **Dave Frieder**, Potamkin Automotive VP of Fixed Ops **John Kerley**, Hunter Miami Region Manager **Kevin Johnson** and Potamkin Automotive VP of Fixed Ops **Bill Mercado**.

## Consolidated Dealers



**CONSOLIDATED**  
DEALERS™

Pictured from left: Hunter Director of Canadian Operations **John Peron**, Consolidated Dealers President and CEO **Tom Langton**, Hunter Toronto Region Manager **Rob Ross** and Consolidated Dealers Director of Sales **Greg Fenzi**.

# Hunter visitors

## TBC Corporation



Pictured from left: Hunter VP of Key Accounts **Greg Dunkin**, TBC Corporation Director of Purchasing - Tools, Equipment, Wheels **Todd Badger**, TBC Corporation Business Relationship Manager **Justin Duran**, TBC Corporation Director of Retail Operations **Kevin Ohler**, Hunter Senior Product Manager Alignment **Kaleb Silver** and Hunter VP of Sales **John Zentz**.

## Vaden Automotive Group



Pictured from left: Hunter Business Development Manager **Chip Hiemenz**, Lewis Tool and Equipment Owner **Chris Lewis**, Vaden Group Fixed Operations Director **Dawn Newsome**, Hunter Representative **Stephen Venditto** and Hunter Jacksonville Region Manager **Kevin Duke**.

## Tire Discounters



Pictured from left: Hunter Cincinnati Region Manager **Eric Funk**, Tire Discounters VP of Purchasing **Felix Canestri**, Tire Discounters Chief Customer Officer **Crissy Niese**, Hunter Indianapolis Region Manager **Joe Fuller** and Hunter VP of Sales **John Zentz**.

## Bob Sight Ford



Bob Sight Ford visited Hunter's Bridgeton headquarters to learn more about innovative undercar service equipment. Leading their visit was Hunter Kansas City Region Manager **Pat Wallingford** (far right) and Hunter Director of Training **Tom Settle** (far left).

## Expressway Dodge



Pictured from left: Hunter Representative **Nick Durchholz**, Expressway Dodge Parts Director **Scott Wilson**, Expressway Dodge Service Director **Brian Dillon**, Hunter Director of Training **Tom Settle** and Hunter Cincinnati Region Manager **Eric Funk**.

## Kwik Industries, Inc.



Pictured from left: Hunter Director of Training **Tom Settle**, Kwik Industries, Inc. VP/Chief Financial Officer **Andrea Neil**, Kwik Industries, Inc. Operations Support **Sean Leonard** and Hunter Dallas Region Manager **Scott Denton**.

**HUNTER**  
highlights

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**HUNTER**  
Engineering Company

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