

# highlights

News and Trends  
of the Automotive Industry

## NEW! Fully customized Road Force Touch®



Hunter's Road Force Touch® balancer, the fastest diagnostic wheel balancer in the industry, is fully customized to fit OE-specific needs.

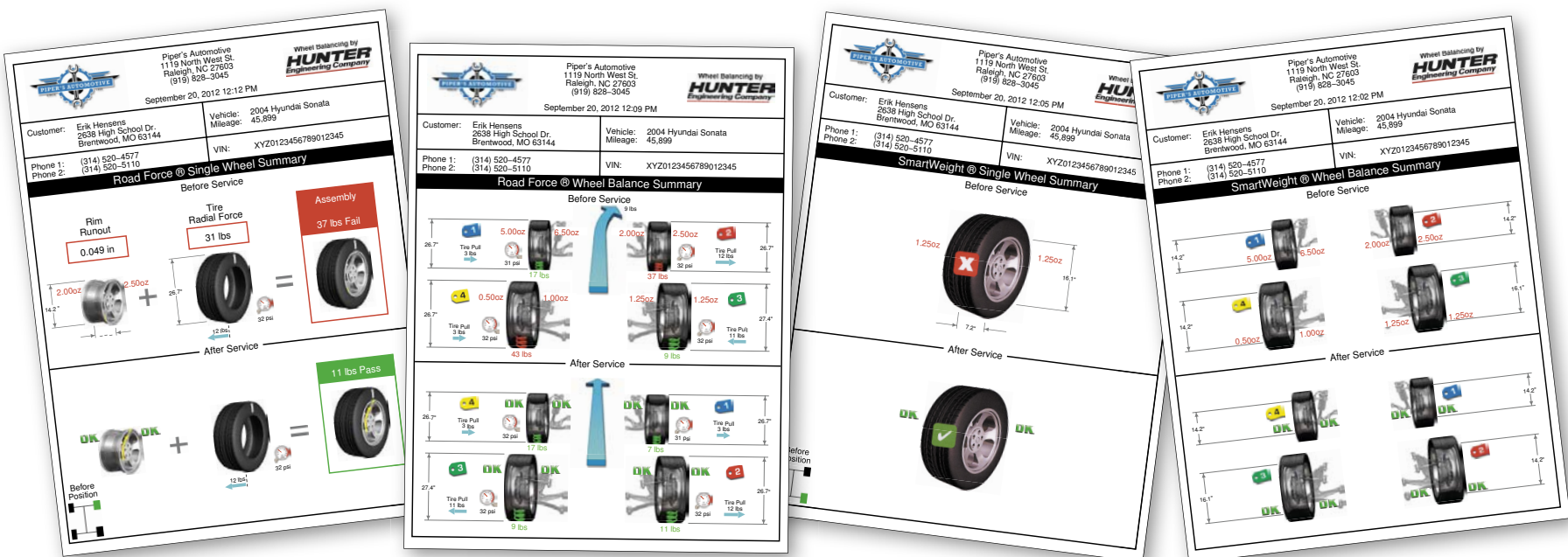
OE accounts, such as BMW, can pre-select 18 customizable settings to create a machine optimally suited for their unique wheel balancing specifications.



## Also available for National Accounts!

Hunter also offers fully customized balancers for National Accounts, such as Belle Tire (shown right). Hunter Product Manager Greg Meyer notes, "Not only do customized Road Force Touch settings allow OEs and National Accounts to create machines that perform exactly as they desire, these settings also ensure that every balancer in the field performs identically."

Road Force Touch printouts are customizable - four samples shown.



### What's Inside



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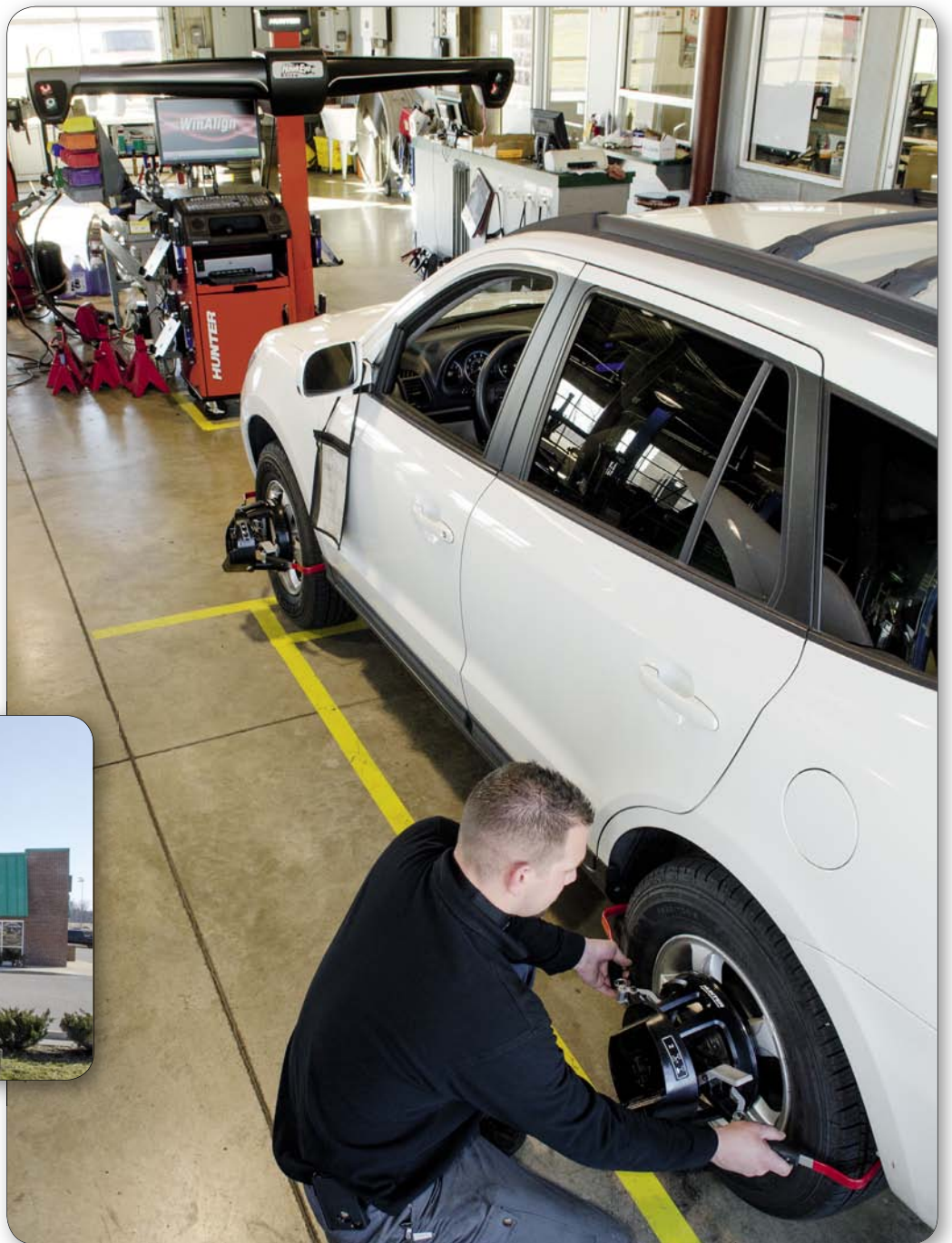
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Marketing Updates

# Plaza Tire Service builds customer loyalty

With 50 locations, Plaza Tire Service provides customers in Missouri, Illinois, Arkansas, and Kentucky with cutting-edge service. In 2012, its long-standing commitment to technology leadership led Plaza Tire Service to test Hunter's Quick Check™ system.

Not only have Plaza's top-performing Quick Check stores witnessed a consistent 40% to 50% increase in monthly alignment sales, the excitement generated by the Quick Check system has also strengthened loyalty between Plaza and its customers.

Mark Rhodes, President of Plaza Tire Service, notes, "Plaza tries to place Quick Check systems near the customer waiting area, as customers are so impressed by the technology and speed of the unit that they frequently want to get involved in the process."



Above: Plaza Tire Service's Chesterfield, MO location.

Right: Plaza Tire Service Chesterfield, MO Assistant Manager Dave Rehagen mounts Hunter's patented QuickGrip™ adaptors on a vehicle.



Plaza Tire Service Chesterfield, MO Assistant Manager Dave Rehagen shows a customer her Quick Check printout.



Hunter North Central Division Manager Larry Watson (left) with Plaza Tire Service Chesterfield, MO Manager Keith Emery (right).

Mike Jobe, Manager of Plaza Tire Service's William Street location, comments, "Almost daily, a customer asks us if we can run their car through the Quick Check system."

The Quick Check printout has also played a huge role in reinforcing the bond between Plaza Tire Service and its customers. The printout, which is color-coded, makes it easy for consumers to understand their vehicle's tire wear issues. "As a tire business," Jobe commented, "the printout allows the service advisor and the customer to have an honest conversation about the true needs of their vehicle. They see that we are trying to prolong their tire's lifespan."

Jobe also feels that this piece of equipment is perfectly suited for a tire dealer, as it provides the customer with essential information about the condition of their vehicle that is frequently overlooked with costly and dangerous consequences.

"Not only does the Quick Check system promote a healthy bottom line," President Mike Rhodes remarks, "it represents a huge opportunity to build a lasting relationship with customers."

**PLAZA TIRE SERVICE**<sup>®</sup>  
THE QUICK CHANGE ARTIST

# Canadian Tire embraces speed and accuracy



With over 1,700 retail outlets across Canada, Canadian Tire is the largest tire dealer in Canada. While Canadian Tire now provides a wide range of consumer products and services, they remain loyal to their automotive roots, offering the largest breadth of automotive services in Canada.

From the 1930s, when Canadian Tire clerks on roller skates rushed to fill orders, Canadian Tire has always made a commitment to fast and efficient service. This promise of speed without sacrificing quality has made the Quick Check™ unit a perfect fit for Canadian Tire.

Stephane Poirier, Service Manager at Canadian Tire's Laval location, says, "The typical Canadian Tire customer expects speedy service without compromising standards. The Quick Check unit is both fast and accurate and is a tool that totally embodies our service philosophy."

Poirier also adds, "Canadian Tire offers many different product lines to accommodate their customer's expectations of one-stop shopping. The Quick Check unit is truly one-stop automotive shopping. A vehicle owner may come to our store for one specific problem, but the speed of the Quick Check allows us to address additional issues with no cost to the customer. This not only improves our customer satisfaction, but our bottom line as well."

Above: Canadian Tire Dorval Service Manager Andre Regnaud scans the vehicle's VIN during a Quick Check.

Inset: A Canadian Tire clerk on roller skates circa 1937.



Canadian Tire Dorval Service Manager Andre Regnaud (left), Canadian Tire Dorval Owner Alain Harvey (center) and Hunter Canada Sales Representative Marc Chenier in front of a Hunter Quick Check unit.



Hunter Representative Richard LaVictoire (right) with Canadian Tire Kanata Service Manager Adam Stuart (left) by Hunter's drive-thru Quick Check unit.



Canadian Tire Dorval Service Manager Andre Regnaud by a drive-thru Hunter Quick Check unit.



Canadian Tire's Dorval - Dollard Des Ormeaux location in Montreal.

# Department of Road Transport, Netherlands, invests in Quick Check™

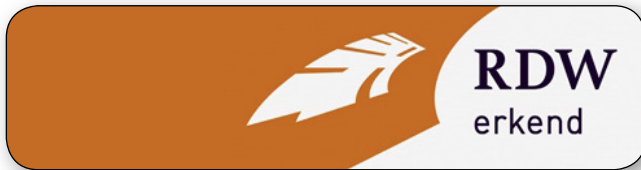


Above: A drive-thru Hunter Quick Check unit at an RDW inspection center in Zwijndrecht.

Right: Pictured from left - RDW Implementation Manager Huib den Hartog, RDW Product Management & Innovation Seloua Hagenbeek-Bouhannouche, and Explora Education & Demonstration Gijs van Amerongen.

The Department of Road Transport in the Netherlands (RDW) has recently installed Quick Check™ units in its six inspection centers. The RDW is responsible for the safety and environmental regulations of the motor vehicle fleet of the Netherlands.

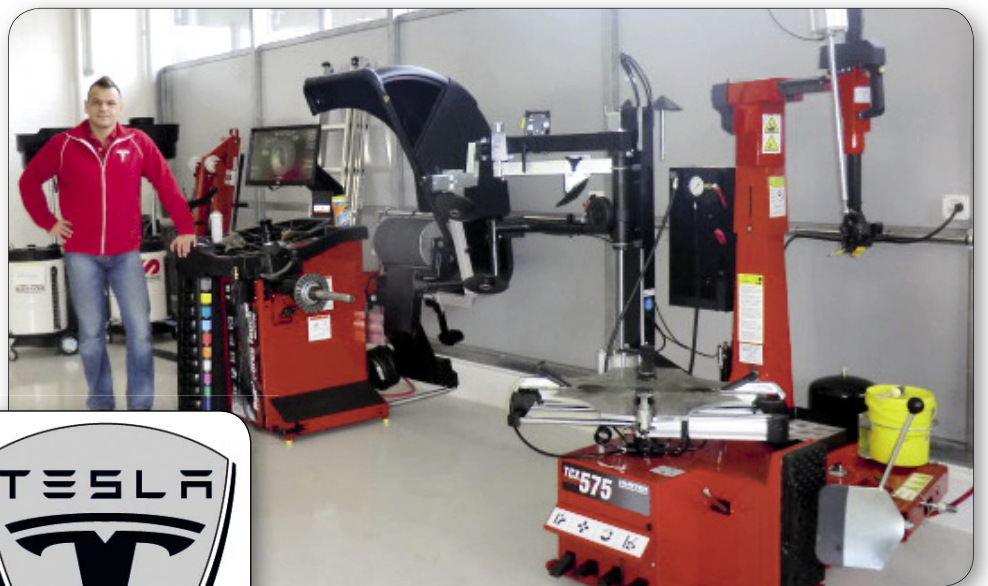
In the Netherlands, every seriously damaged car or light truck must obtain a certificate indicating that the vehicle's alignment is within vehicle specifications. Hunter's Quick Check machine has been used to speed this process since the beginning of January.



# Tesla Service Workshop chooses Hunter

Fast-growing Tesla has chosen to equip its newest service workshops with Hunter alignment systems, wheel balancers, and tire changers. Workshops usually feature a HawkEye Elite® alignment system, a Road Force Touch® diagnostic wheel balancer, and a TCX575 tire changer.

Hunter Key Accounts Manager, Europe Paolo Molinari notes, "Hunter is excited to be the sole supplier of alignment systems, wheel balancers, and tire changers for Tesla's newest service workshop in Zürich. Switzerland sells the highest percentage of Tesla vehicles in the world, and Hunter is thrilled to be a trusted partner in Tesla's rapidly growing business."



Service Manager at Tesla's Zürich workshop, Paddy Schulze, in front of a Road Force Touch balancer and a TCX575 tire changer.



Service Manager at Tesla's Zürich workshop, Paddy Schulze, in front of a HawkEye Elite alignment system.



A Tesla roadster in front of a HawkEye Elite alignment system.

# NADA 2013

## Hunter equipment takes center stage in Orlando

**NADA** convention  
& expo 2013  
ORLANDO | FEBRUARY 8-11



The annual NADA Convention & Expo in Orlando consistently draws hundreds of exhibitors showcasing the latest equipment, services, and technologies. Hunter's 3,600-square-foot display featured industry-leading products. The booth was manned by 50 members of Hunter's sales force, a part of the largest dedicated sales force in the undercar service industry.

Hunter's revolutionary equipment was also featured in several OE booths during the convention. Ford, GM, and Chrysler all highlighted Hunter's premium product line, including the HawkEye Elite® alignment system, the Quick Check™ system, the Road Force Touch® wheel balancer, and the Auto34 tire changer.

Hunter Product Managers and Sales Representatives demonstrate Hunter's latest technology.



Hunter Pittsburgh Region Manager Joe Jambro describes the benefits of Hunter's Quick Check system in GM's booth.



Ford's NADA booth featured Hunter's drive-under Quick Check system.



Hunter's RX16 alignment lift with PowerSlide® and Inflation Station draws a crowd at NADA.

# Hunter receives prestigious awards in 2012



## Rotunda Achievement Award

On October 4, 2012, Hunter received the Rotunda Achievement Award for highest sales of any supplier in 2012.

Hunter has been a supplier to Ford Rotunda since 1964. Today, over 600 Hunter Sales and Service Representatives support Ford's dealer network in every local market.



Ford Motor Company Director of Service Engineering Operations Mike Berardi (far left) and Ford Motor Company Manager of Technical Support Operations Steve DeAngelis (far right) present the award to Hunter Vice President of Key Accounts Greg Dunkin (2<sup>nd</sup> from left) and Hunter Director of O.E.M. Programs Jeff Russell (2<sup>nd</sup> from right).

## Krafthand Technologie Award

Hunter's HawkEye Elite® alignment system has been awarded *Krafthand* Magazine's prestigious 2012 Technologie Award. *Krafthand* is the leading independent automotive publication in Germany.

Each year, 22,000 readers of *Krafthand*, comprised of automotive workshop owners and technicians, select a single product on display at Automechanika-Frankfurt to receive the prestigious award.

The product chosen for the award represents the most innovative and functional technology available.



Right: Hunter Deutschland Managing Director Martin Adams (right) and Hunter Deutschland Key Account & Marketing Manager Rolf Lapp (left) pose with the award in front of Hunter's HawkEye Elite alignment system.



## Undercar Digest Top 10 Tools

Hunter's Quick Check™ unit has been named one of *Undercar Digest's* Top 10 Tools for 2012.

The Top 10 Tools Award is given to select pieces of equipment that make a shop's business more profitable and efficient. This is Hunter's sixth Top 10 Tools Award.

Hunter Product Manager Kaleb Silver stated, "We are focused on improving our customers' image and productivity, quickly and reliably."



Hunter Product Manager Kaleb Silver in front of a drive-thru Quick Check unit.

# Beau Brauer named Executive Vice President



Beau Brauer

Beau Brauer has been named Executive Vice President, responsible for domestic and international sales and marketing.

Beau joined Hunter in 2005 as a Sales Representative in Charlotte, North Carolina and was named New York Region Manager in 2007. In 2008, he was promoted to Vice President of Marketing, responsible for Product Management and Marketing.

Since 2010, Beau has also been responsible for Hunter's international sales as well as its subsidiaries in Canada, Germany, and China. He has served as President of Hunter Canada since 2011.

# Hunter Canada celebrates recent promotions



Dino Hatz

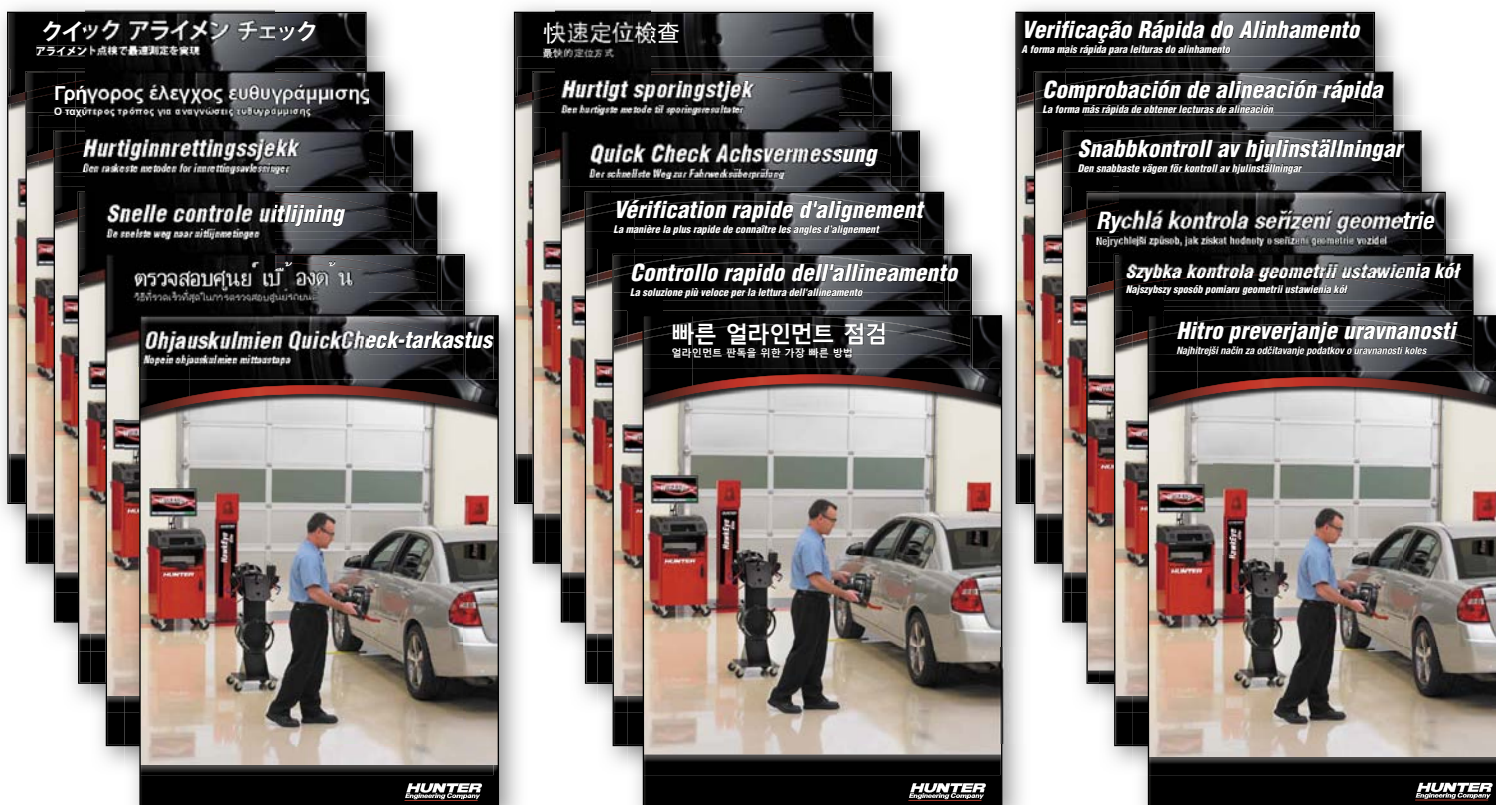
Dino Hatz has been named Business Development Manager for Hunter Canada. Dino has been a leading member of Hunter's field organization since 1995.



Jacques Gagne

Jacques Gagne is now Eastern Canada Region Manager for Hunter Canada. Jacques started his career at Hunter in 1996 as a Service Representative. Jacques received the Lee Hunter Service Award in 2010, and President's Club Award in 2011.

# Hunter Marketing supports products worldwide



Hunter brochures are available for translation into any language.

Hunter's recent Quick Check™ brochure (shown left) comes in 18 different languages for use around the world.

Hunter's headquarters in Bridgeton, Missouri offers US brochures in English, German, Spanish, and French.

# Hunter visitors

## Subaru



Field Service Engineers from Subaru of America, including Subaru of America Service Engineering Manager **Kelly Geist** (5<sup>th</sup> from right), Subaru of America Service Parts Engineer **Garrick Goh** (2<sup>nd</sup> from right), and Subaru of America Quality Engineering-Warranty Analysis **Bill Roberts** (3<sup>rd</sup> from left), visited Hunter's Bridgeton headquarters for alignment training. Their visit was led by Hunter Northeast Division Manager **Doug Woolverton** (far right).

## AMSI



Pictured from left: Hunter Product Manager **Kaleb Silver**, ADG Corporation President **Larry Gaines**, AMSI Fixed Operations Director **Joe Sassin**, SBS Corporation Regional Enterprise Account Manager **Michael Cross**, Hunter Director of Product Management **Denny Bowen**, and Hunter Orlando Region Manager **Mike Green**.

## Iyasaka, Ltd.



Pictured from left: Hunter O.E.M. Account Manager **Pat Callanan**, Iyasaka, Ltd. Engineering Manager - Marketing Department **Masufumi Yoshida**, Iyasaka, Ltd. Managing Director - Marketing Department **Isao Aizawa**, Hunter Chairman **Steve Brauer**, and Iyasaka, Ltd. International Purchasing **Toru Tsurukawa**.

## Honda USA



Pictured from left: Honda America Manager Special Tools & Equipment **Wayne Waszkiewicz**, SBS Honda Account Manager **Steve Lyons**, Honda America Assistant Manager Special Tools **John Hall**, Hunter Western Division Manager **Chris Tullus**, and Honda America Assistant Manager Tool & Equipment Programs **Wes Arnold**.

## Brahler's Truckers Supply



Pictured from left: Hunter Sales Representative **John Porter**, Brahler's Truckers Supply Vice President **Steve Powers**, Hunter Sales Representative **Greg Brock**, and Hunter North Central Division Manager **Larry Watson**.

## Finnish Distributors



Distributors from Finland traveled to Bridgeton to witness Hunter's latest alignment service procedures. The group was led by Hunter International Region Manager **Amin Alasgari** (far left), and Hunter International Training Instructor **Byron Morgan** (2<sup>nd</sup> from left).

**HUNTER**  
highlights

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Engineering Company

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