

# highlights

News and Trends  
of the Automotive Industry

## Quick Tread Edge® identifies edge wear



Hunter's patented new Quick Tread Edge® delivers detailed tire condition diagnosis in less time and with added edge wear detection, providing a greater analysis of overall tire condition. Service providers can now better identify wear on the 'edge' of the tire, providing customers with informative, in-depth inspection results.

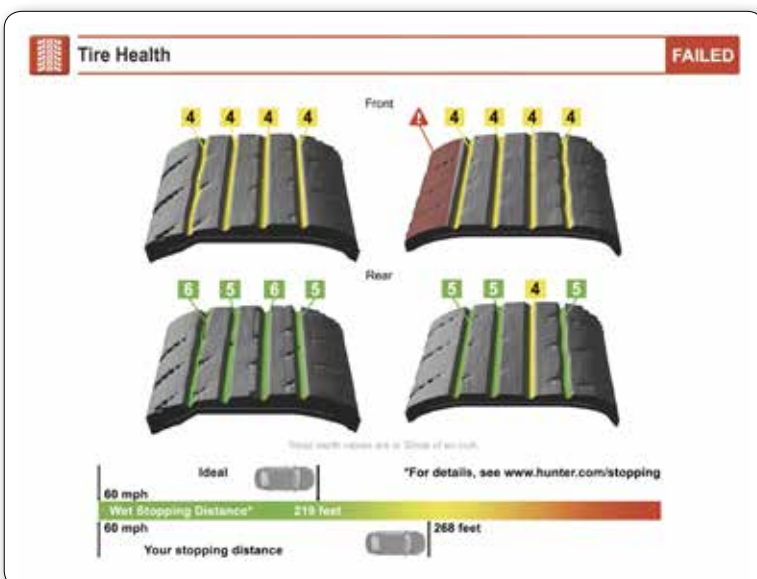
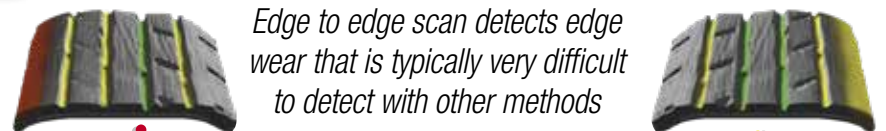
Paired with Hunter's touchless alignment inspection system, Quick Check Drive®, autonomous alignment and tire readings are captured in seconds, no stopping or labor required.

"When a vehicle is moving, a worn edge is actually in contact with the road and cannot shed water during wet conditions, resulting in a loss of traction," noted Product Manager, Alex Smith.

"A worn inner-edge may be invisible to advisors on the service drive, making automatic edge wear detection a critical piece in providing a complete summary of a tire's overall tread depth."

Both Quick Check Drive® and Quick Tread Edge® are built by Hunter to connect with Hunter's online business intelligence tool, HunterNet®, which automatically displays digital inspection findings through Flightboard™, allowing customers to quickly see their results first-hand.

Hunter's touchless alignment inspection system uses laser technology to measure camber and total toe in seconds.



Service advisors can share tire tread results to customers through a digital or printed report.

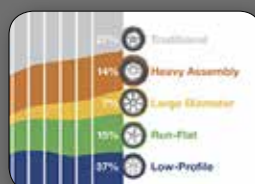


Flightboard™ now shows tire tread and edge wear in addition to alignment.

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# 2019 International distributor meeting



Hunter hosted international distributors in St. Louis for its 2019 International Distributor Meetings, Jan. 29 – Feb. 1.

Distributors from over 80 countries attended a welcoming dinner, and a full day of hands-on presentations at Hunter headquarters the following day.



Beau Brauer, President, welcomes international distributors to St. Louis and Hunter Headquarters at dinner.



International distributors learn about the latest equipment and innovations from Hunter.

# 2019 National sales & service meetings



From April 10 – 16, Hunter hosted its 2019 National Sales, Service and Distributor Meetings.

Hunter's distributors and entire sales and service organization (1,000+) attended a full day of educational presentations and sessions covering various topics, including a hands-on connected equipment demonstration and how to bring Quick Check Drive® to market with new tools.



Senior Vice President of Sales, John Zentz starts morning kickoff and introduces key themes before the reps begin their day.



Sales and service reps completed hands-on connected equipment training.

# Hunter's SmartWeight® Pro, now shipping worldwide

SmartWeight® Pro is now shipping worldwide. Hunter's latest intuitive, mid-range wheel balancer offers upscale, premium features.

SmartWeight® Pro is equipped with a no-touch wheel measurement system that allows the technician to easily determine weight placement using laser vision, simplifying the balancing process. Hunter's patented software, SmartWeight® technology, helps improve balance, minimize weight usage and maximize productivity.

SmartWeight® Pro offers a user-friendly interface with single-knob navigation, 3D graphics, and on-the-job training that covers basic techniques and advanced procedures in multiple languages. Additional key features include CenteringCheck® which ensures proper centering, and a space-saving hood design that allows the machine to be installed against the wall.



Standard single-knob navigation simplifies operator experience.

# BMW tours Hunter's Mississippi plants

Hunter recently welcomed representatives from BMW Germany to its Mississippi plants. As a part of their rigorous quality assurance program, BMW routinely visits their key suppliers. During this visit BMW Product Support General Manager, Ralf Rachholz, took an in-depth look at each of Hunter's factories. The BMW team also finalized the approval process for a number Hunter products.

Following the tours, Mr. Rachholz expressed how impressed he was with the family atmosphere in Hunter factories and the level of pride employees took in the company, each other and the products they were building.

"It is very impressive to see the importance Hunter Engineering places on customer focus, technology, leadership and product quality. I only take the best impressions of your innovative company with me to Germany," said Rachholz.

A customer that expects nothing short of perfection from its suppliers, Hunter is proud to have made such a positive impact on BMW during their visit. A special thank you to all Mississippi employees for making this tour as successful as it was.

## Hunter at NADA 2019



Employees pose for a photo in Hunter's booth.

Hunter showcased six new products and nine enhanced product features at the 2019 NADA Show in San Francisco, Jan. 25 – 27, 2019. The NADA convention is the largest dealer convention in the world, this year bringing in 25,000 people from 53 countries.

Hunter's 5,500-square-foot booth showcased live demonstrations of new and enhanced products, including autonomous inspection system, Quick Check Drive® and Quick Tread Edge®, and Hunter's performance-driven tool, Push Reports that helps shops set and achieve target goals with Hunter inspection, alignment and wheel balancer equipment.

*Scan this barcode to see highlights of Hunter's booth at NADA 2019*



**Hunter Quality Manager, Todd Anderson speaks during BMW Durant plant tour.** Picture from left: Steve Brauer, Jr., Nick Collarelli, Wayne Bowling, Martin Adams, Ralf Rachholz, Alan Farr and Todd Anderson.

## Hunter hits record for busiest booth at Autopromotec 2019

Hunter had its busiest Autopromotec show yet on May 22-26 in Bologna, Italy.

The 2019 international show brought in 1600 companies from 53 countries and over 100,000 trade visitors.

30 of Hunter's employees were present in Hunter's 4,300 square foot booth, giving live demonstrations of various products including Hunter's most recently released wheel balancer, SmartWeight® Pro.

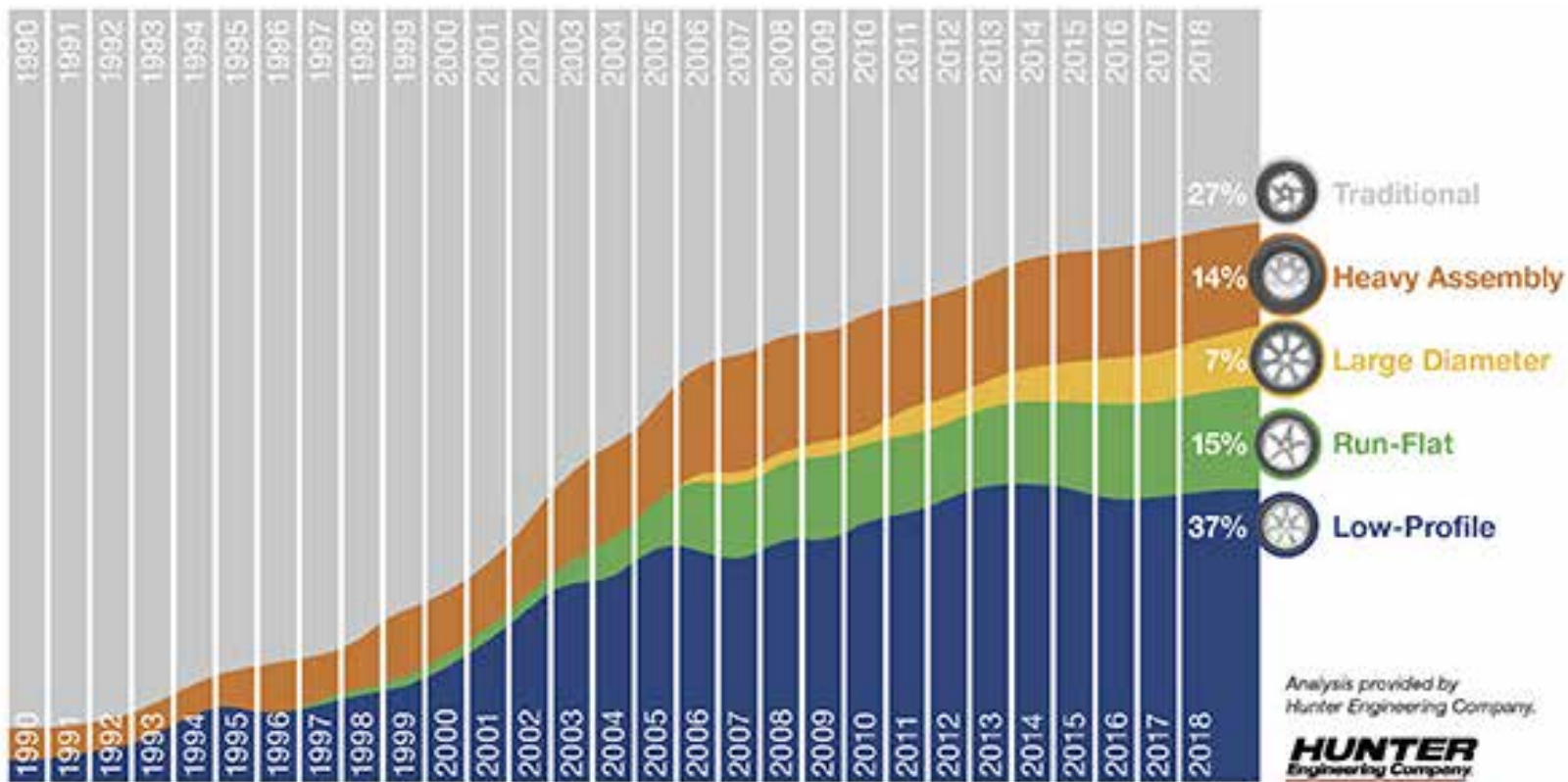


Live demonstrations of Hunter's alignment inspection system took place in Hunter's booth.



Booth visitors watch a SmartWeight® Pro demonstration.

# The growth of difficult tire fitments



Research found by Hunter shows difficult-to-service tire and wheel assemblies now represent 73% of fitments offered by OE manufacturers.

Low-profile, run-flat, large diameter and heavy assemblies have proved difficult to service across multiple OEMs, requiring technicians to be skilled when using conventional tire changers.

While low-profile tires have become the most prevalent in the last few years, all new fitment styles increase the likelihood of additional risks: damaging wheels, breaking TPMS sensors, or even technician injury. It is vital for automotive service providers to be equipped with the most advanced, OEM-derived technology on the market today. This allows equipment, instead of the technician, to eliminate fitment challenges, as difficult to service assemblies continue to become the norm.

## First ever harsh-duty option for RX lift racks

Hunter Engineering has released an optional harsh-duty variation for its standard RX scissor lift racks.

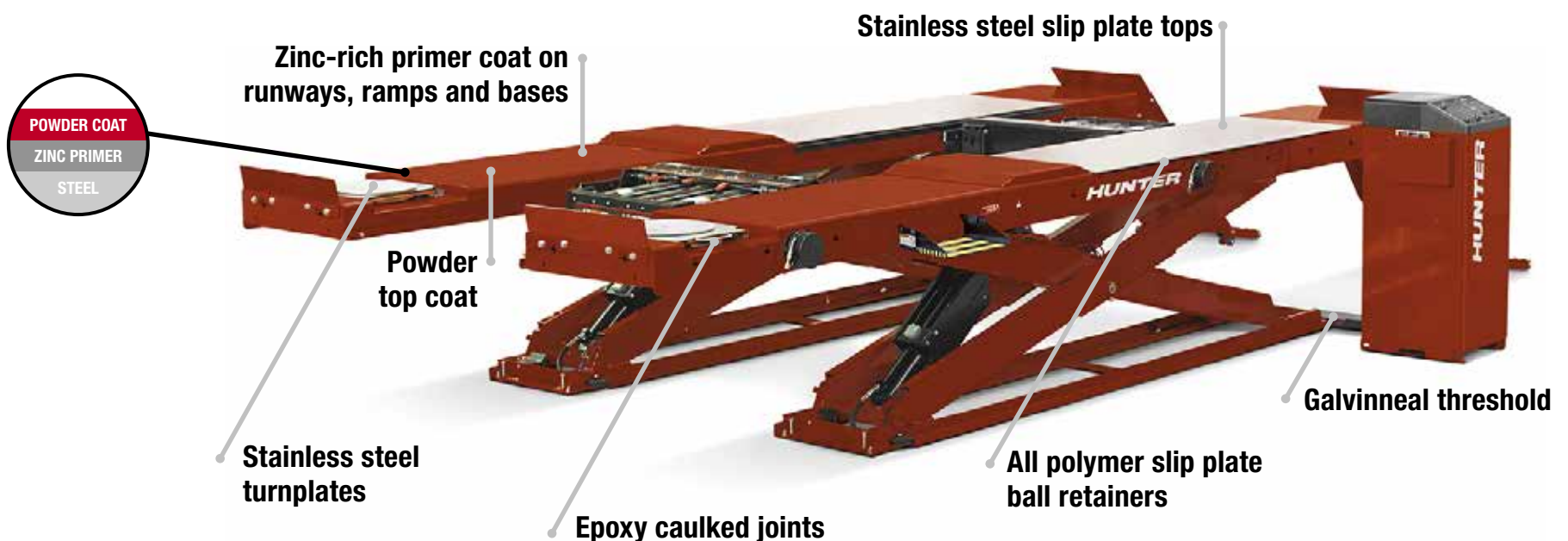
Hunter was the first drive-on lift manufacturer in North America to switch from conventional paint to the more durable powder coating nearly two decades ago. This year Hunter breaks new ground again with the introduction of the harsh-duty option for RX racks. This option provides enhanced protection for regions where corrosive brine is used for road deicing.

The harsh-duty rack features stainless steel slip plate top surfaces and turnplates. A zinc-rich

primer base coat and powder top coat covers lift runways, ramps and bases; providing two layers of protection.

Additionally, the harsh-duty rack features epoxy caulked joints that prevent salt seepage between adjoining pieces of metal.

“Today’s brine solutions used on many roads are challenging automakers and equipment manufacturers alike. These solutions are so aggressive, that we decided to offer our customers additional options to keep their Hunter equipment in great condition for a long time to come,” noted Vice President of Marketing Pete Liebetreu.



## Hunter salutes these 30+ year retirees

Thank you for the 30+ years of hard work and dedication



41 YRS | Art Amerson



48 YRS | Dennis Beckmann



37 YRS | Pat Callanan

# Hunter inspection equipment and Dealer-FX ONE Platform create revenue opportunities

Hunter Engineering has announced a new integration partnership with Dealer-FX and its ONE Platform service experience. A service dashboard that provides control over dealership workflow and creates a more consistent process, ONE Platform is now compatible with Hunter inspection equipment, including Quick Check Drive®, Quick Check® and Quick Tread® systems.

Hunter's autonomous inspection equipment is able to collect total toe, camber and tire tread results in seconds without the need for manual labor. While integrated with Dealer-FX's ONE Platform, inspection data is collected and added to Dealer-FX's Advisor Check-in and Technician Inspection applications. Service advisors are then able to quickly present alignment and tire tread results to customers through a printable report or tablet.

"With our latest partner integration, Hunter alignment and tire inspection systems have even greater value by driving record fixed operation profits for dealers," noted Connected Services Manager Alan Hagerty.

As alignment is one of the most profitable services a shop can offer, this integration will give dealerships the opportunity to maximize service profits through alignment, tire, and balancing sales, while completing customer transparency through easy-to-understand reports.



## Employee spotlight: Alex Smith

Hunter is proud to support our military and those who served. As part of this support initiative, Hunter partners with the Olin Veterans Association at Washington University to recruit veteran student interns and graduates.

Alex Smith is one of several veterans to come to Hunter through the Olin program. After graduating from Virginia Military Institute, Alex served as a Combat Engineer in the U.S. Army where he served tours in both Iraq and Afghanistan. At the completion of his service Alex entered the MBA program at Washington University's Olin Business School.

He began his career at Hunter as an intern while enrolled at Olin in 2017. After excelling as an intern, Alex was offered a fulltime position of Assistant Product Manager upon graduation. He was quickly promoted to full Product Manager in 2018.



In January 2019, Alex presented Quick Check Drive® and Quick Tread Edge® inspection technology to our international distributors.

Alex's responsibilities include the development and management of all inspection products, old and new. He has played a major role in the development and release of Quick Check Drive®, along with many other projects within the last year.

"What I enjoy most about engineering is being part of the problem-solving process, especially with automotive-related topics. When it comes to my position, I enjoy working with the best equipment and team in the industry, as well as working with people who share my passion for everything automotive."



46 | Al  
YRS | Luehrmann



30 | Max  
YRS | McAdams



38 | Jim  
YRS | McClenahan



35 | Jeff  
YRS | Sammelman



31 | Mike  
YRS | Stieff



46 | Charlie  
YRS | Thuerwaechter



33 | Doug  
YRS | Woolverton



## Customer spotlight: Terry Thompson Chevrolet

Terry Thompson Chevrolet in Daphne, Alabama, recognized a need to boost alignment sales and invested in Hunter's autonomous alignment inspection system, Quick Check Drive®. The store immediately saw an increase in both alignments and revenue.

The dealership has increased alignment sales by 50 percent and saved \$3,500+ in the first three months from false damage claims through Quick Check Drive's body damage cameras. They also converted their original Quick Check® System into a HawkEye Elite® alignment machine, now cutting alignment time in half.

Alignment results are instantly displayed in the store's service drive as red or green through Hunter's digital display board, Flightboard™, allowing service advisors to walk through alignment results with customers while using a visual aid.



“Before purchasing Quick Check Drive®, we were doing about 60 alignments per month on average. The first month we had the system running, we did 120 alignments.”

**Jason Morris**  
Service Director, Terry Thompson Chevrolet

## Hunter unveils alignment history wall



Hunter recently unveiled an alignment history wall at company headquarters in St. Louis. It showcases Hunter's alignment milestones, including its first alignment machine breakthrough, the Lite-A-Line. First introduced in 1955, The Lite-A-Line measured toe with projected light beams and mirrors.

In addition to the Lite-A-Line, the history wall showcases more of Hunter's historic, prominent alignment equipment, including the Electron-A-Line,

which was the first ever electronic sensor to offer 'auto compensation', and the A111, which was the industry's first computerized 4-wheel aligner that provided front and rear wheel adjustment readings utilizing bar graph displays.

Thank you to Roger Creason and Jeff Drake for the coordination and implementation of this project.

# Hunter visitors

## BMW



Picture from left: **Nick Colarelli**, Executive Vice President & Chief Operating Officer, **Ralf Rachholz**, BMW Group Product Support General Manager – Special Tools/ Workshop Equipment, **Pat Callanan** – Technical Manager, International (retired), **Martin Adams**, Hunter Deutschland Director, and **Casey Stutz**, Hunter Quality Engineer.

## Baxter



**Chip Hiemenz**, Central Division Manager, **Ryan Gerber**, Hunter Sales Development Manager, **Jim Bernasek**, Baxter Operations Manager, **Steve Rodriguez**, Baxter Manufacturer's Representative, and **Pat Wallingford**, Region Manager.

## AAA Carolinas



**Ryan Gerber**, Hunter Sales Development Manager, **Kevin Duke**, Hunter Region Manager, **Philander Harvey**, AAA Carolinas' VP of Car Care, **Dusty Holcomb**, AAA Carolinas' President, **Tom Stocking**, AAA Carolinas' Member Experience & Vendor Relationship Manager, **Curtis Hodges**, Hunter Region Manager, and **Larry Watson**, Hunter VP of Sales.

## Tire Discounters



**Mike Walls**, Hunter Region Manager, **David Cahill**, Tire Discounters' Director of Glass Services, **Christian Olsson**, Tire Discounters' Sr. Director of Fixed Operations, **Joe Fuller**, Hunter VP of Key Accounts, and **John Zentz**, Hunter Senior VP of Sales,

## OK Tire



**Carlos Quiros**, Hunter Field Development Trainer, **Sean Stewart**, OK Tire Regional Manager, **David Lemon**, OK Tire Regional Manager, **Maya Baig**, OK Tire Regional Manager, **Gary Hoover**, OK Tire Director of Business Development, **Kevin Derenisky**, OK Tire Regional Manager, **Joe Douglas**, OK Tire Regional Manager, **Daniel Hubbard**, OK Tire Regional Manager, and **Dan Martin**, Hunter Region Manager.

## Mavis Discount Tire



**Larry Watson**, Hunter VP of Sales, **Greg Dunkin**, Hunter VP of Key Accounts, **Tom Sexton**, Mavis Discount Tire Regional VP, **Mark Boswell**, Mavis Discount Tire Regional VP, **Steve Andre**, Mavis Discount Tire Chief Operating Officer, **David Sorbaro**, Mavis Discount Tire Chief Executive Officer, and **John Zentz**, Hunter Senior VP of Sales.

# Hunter visitors

## Precision Australia



Representatives from **Hunter's Australian Distributor, Precision**, came to Hunter headquarters for in-depth product training. The visit was led by Hunter Region Manager **Paolo Molinari** (pictured left) and Hunter Sales Development Manager **Ryan Gerber** (pictured right).

## Iverson Auto



**Kevin Vosberg**, Hunter Sales Representative, **Heston Christens**, Ford FSE personnel, **Austin Iverson**, Iverson Ford Principal, **J.R. Heidinger**, Iverson Ford General Manager, **Jeff Sampson**, Rotunda personnel, and **Pat Wallingford**, Hunter Region Manager.

## Modern Tire Dealer



**Bob Marinez**, Modern Tire Dealer Integrated Media Consultant, **Beau Brauer**, Hunter President, **Ann Neal**, Modern Tire Dealer Senior Editor, **Maddie Laviolette**, Hunter Marketing Communications Specialist, and **Pete Liebetreu**, Hunter VP of Marketing.

## AutoPlan Plus



**Ryan Gerber**, Hunter Sales Development Manager, **John Peron**, Hunter Director of Canadian Operations, **Beau Brauer**, Hunter President, **Gordon Manock**, AutoPlan Plus CEO, **Carlos Quiros**, Hunter Field Development Trainer, and **John Zentz**, Hunter Senior Vice President of Sales.

## Greenway Automotive



**Kevin Johnson**, Hunter Region Manager, **Todd Heitz**, Greenway Automotive National Director of Fixed Operations, **Kevin Duke**, Hunter Region Manager, and **Brent Livers**, Hunter Region Manager.

## Undercar Digest



**Ron Henningsen**, Undercar Digest Technical Editor, **Joe Henmueller**, Undercar Digest Editor, **Jim Wilder**, Undercar Digest Senior Editor, and **Maddie Laviolette**, Hunter Marketing Communications Specialist.