

# Hunter Highlights

News and  
Trends of the  
Automotive  
Service Industry

## New WinAlign Tuner™ Software Offers Custom Alignment for Modified Vehicles



**H**unter's new WinAlign Tuner™ custom alignment software for modified vehicles is designed to meet the specific needs of shops servicing the rapidly growing and highly profitable restyled, custom and modified vehicle market. The new software supplements Hunter's standard WinAlign® alignment software with additional procedures and tools designed to align modified vehicles for desired performance or appearance.

WinAlign Tuner software features include:

- **Performance vs Tire Life Selection:** Choose between performance oriented alignment or alignment that preserves a high-performance look without sacrificing tire life.
- **Bump Steer Measurement:** Measure and chart bump steer severity before and after modifications.

- **Electronic Vehicle Ride Height Measurement:** Electronically measure and display ride height at defined measurement points before and after modifications.
- **Tire Temperature Test:** Use temperature readings following a road test to isolate real effects of tire and suspension modifications and help build custom alignment specifications.
- **Tools and Kits:** Shows special tools and aftermarket kits specifically for modified vehicles. This can include adjustable control arms or camber plates needed to return a lowered vehicle to an alignable state.

## Hunter Regional Sales Force Established in Mexico



**H**unter is deploying a dedicated, independent sales force in Mexico that emulates the very successful sales structure in the U.S. The new sales force will work with existing distributors to promote the entire Hunter product line, including aligners, racks, wheel balancers, tire changers, brake lathes and inspection lane products. These additional "feet on the street" will assist Hunter's distributor network in reaching all segments of the market and provide additional personal contact with customers.

*From left: Hunter Director of International Wes Wingo and Hunter Mexico Regional Manager Roberto Garza Alanis. Sales Representatives are: Antonino Riveroll Madrazo, Veracruz; Charles E. Bergeyre, Naucalpan; Alejandro Reyes Noriega, Hermosillo; Oscar Trujillo Orozco, Guadalajara; Pablo G. Villareal Treviño, Huajuquito; Mauricio Gomez Roquero, Huixquilucan. Ed Velazquez is Hunter Latin America Regional Manager.*



# 2004-2005 Lee Hunter Service Awards



With Lee Hunter Service Award recipients, Hunter Director of Quality Ed Trenary (back row, left), Hunter National Service Manager Matt Wise (back row, third from left), Hunter Northeast Division Manager Doug Woolverton (back row, eighth from right), Hunter Vice President of Sales and Marketing Dave Smith (back row, second from right) and Hunter Executive Vice President Nick Colarelli (back row, right). Not present for this photograph were service representatives Greg Cranston, Keith Fry, Alan Jones and Bill Weising.

<b>Greg Bacon,</b>	<b>Denver Region</b>	<b>Keith Fry,</b>	<b>Philadelphia Region</b>	<b>Tom Roylston,</b>	<b>Atlanta Region</b>
<b>Kevin Belisairo,</b>	<b>Denver Region</b>	<b>Ed Grasso,</b>	<b>Philadelphia Region</b>	<b>Bob Schmoll,</b>	<b>Nashville Region</b>
<b>Randall Blessing,</b>	<b>Philadelphia Region</b>	<b>Alan Jones,</b>	<b>St. Louis Region</b>	<b>Kaleb Silver,</b>	<b>New Orleans Region</b>
<b>Ed Clark,</b>	<b>Detroit Region</b>	<b>Scott Kohler,</b>	<b>St. Louis Region</b>	<b>Gordon Trainer,</b>	<b>Houston Region</b>
<b>Greg Cranston,</b>	<b>St. Louis Region</b>	<b>Jim McElduff,</b>	<b>Charlotte Region</b>	<b>Myron Vann,</b>	<b>St. Louis Region</b>
<b>Gregg Donatell,</b>	<b>Minneapolis Region</b>	<b>Mike Morris,</b>	<b>Phoenix Region</b>	<b>Bill Weising,</b>	<b>Philadelphia Region</b>
<b>Scott Engelhardt,</b>	<b>Minneapolis Region</b>	<b>Troy Ohden,</b>	<b>Nashville Region</b>	<b>Randall West,</b>	<b>Nashville Region</b>
<b>Ed Foster,</b>	<b>Minneapolis Region</b>	<b>Jeff Pincher,</b>	<b>New York Region</b>		
<b>David Fox,</b>	<b>Cincinnati Region</b>	<b>Rick Rochon,</b>	<b>Washington Region</b>		

Each year, Hunter recognizes select members of its service organization for performance that exceeds the highest standards. The Lee Hunter Service Award names approximately 25 Hunter Service Representatives to this exclusive group and celebrates the occasion with a four-day resort weekend for the recipients and their spouses. These Hunter top-performers also received a customized watch from Hunter president Steve Brauer and other top executives at a gala dinner in their honor.

Hunter deploys the largest service force in the industry with more than 300 highly qualified independent representatives nationwide. Hunter Service Representatives provide installation and warranty service for new products and continued service for existing Hunter equipment. They maintain an extensive parts inventory. Same-day or next-day service is routine. Hunter Service Representatives work within a nationwide customer support network of Hunter sales representatives, dedicated Hunter training centers and franchised distributors.

## King Tire Manager Goes “Cruisin On Hunter”



Ted Prol (center) with Hunter sales representative Tony Holt (left) and Hunter heavy-duty sales representative John Murray.

Ted Prol, of King Tire in Bluefield, West Virginia and his wife Marsha plan to enjoy an ocean cruise during the upcoming holidays. And the best part is that it’s free! Hunter will be picking up the tab.

Prol’s name was drawn in a recent direct-mail promotion to highlight Hunter’s Heavy-duty equipment line and promote the new TC2450HD heavy-duty tire changer. The drawing took place following the 2005 Mid-American Truck Show in Louisville.

According to King Tire owner Sam King, the shop is involved in all aspects of the tire business including the mining industry, commercial trucking, agriculture, automotive and recapping. Prol has been employed at Tire King for the last three years.



The informational mailing was sent to heavy-duty truck industry professionals throughout the country.



# Joe Jambro to Head New Pittsburgh Sales Region



*Joe Jambro, Pittsburgh Regional Manager*

**H**unter Vice President of Sales and Marketing Dave Smith has named Joe Jambro to manage the new sales region headquartered in Pittsburgh. As Pittsburgh Regional Manager, Jambro is now responsible for all Hunter sales and service activities in an area that includes central Pennsylvania, western New York and parts of Ohio, West Virginia and Maryland. Jambro now reports directly to Hunter Northeast Division Manager Doug Woolverton. Jambro joined Hunter's U.S. sales organization in 2001 as a sales representative in the Charlotte Region.



# Hunter Hosts AMRA/MAP Membership Meeting



*Hunter Vice President of Sales and Marketing Dave Smith (top) welcomes MAP (Motorist Assurance Program) and AMRA (Automobile Maintenance and Repair Association) members to Hunter's St. Louis Research and Training Center for the organization's annual membership meeting. MAP/AMRA is comprised of automotive service industry representatives pursuing common goals and interests. The meeting agenda included state legislative and technical issues and the impact of new OE technology. MAP goals include strengthening the relationship between car owners and the automotive service industry through the creation of industry standards and the education of motorists and service providers.*

# Hunter Visitors

## SWEEM – Korea

*Hunter Orient/Pacific Regional Manager **Alan Kennedy** (first row left) and SWEEM's **C.S. Choi** (first row right) with SWEEM trainees. SWEEM is Hunter's distributor in Korea.*



## AutoNation

*From left: Hunter Vice President of Sales and Marketing **Dave Smith**; AutoNation Director of Purchasing **Laura Payne**; Hunter Product Manager **Dave Scribner**; Hunter Orlando Regional Manager **Mike Green**.*



# New England Institute of Technology Chooses Hunter to Equip New Automotive Training Center

In the time leading up to construction and outfitting of the New England Institute of Technology's new \$10.5 million Automotive Technology Center, the school's Chair of Transportation Technologies Christopher Bannister had many decisions to make. But by using some simple methodology, making the right service equipment choices came easy.

"When I researched the area that we serve I noted that more than 85% of the dealerships have Hunter product," said Bannister. Explaining his goal of providing the latest, state-of-the-art technology and quality for students to learn on, Bannister noted that employers want technicians who can go right to work.

Six of the center's 44 work stations are dedicated to teaching alignment. All six are equipped with Hunter alignment system technology. Students will also learn the latest trends in wheel service using Hunter TC3500 tire changers and GSP9700 Road Force Measurement® systems.

The new 29,000 sq. ft. facility, located in Warwick, Rhode Island, serves surrounding counties and states. Bannister, faculty members, prospective students and local dignitaries recently celebrated the new facility's grand opening.

With more than 900 students currently enrolled in automotive technology courses, New England Tech. is the largest degree-granting facility in the region dedicated exclusively to the field.



*These newly installed alignment bay classrooms use Hunter W811P-Plus cabinet configurations matched with DSP600 digital imaging alignment sensors and RX alignment racks. The school also provides alignment instruction using conventional electronic sensors to provide students with experience using the widest range of equipment types that they may encounter in the workplace.*

*Christopher Bannister answered media questions during the grand opening. His equipment choices for the new facility were based on research of local automobile dealership standards.*



*Following the grand opening ceremony, Rhode Island Governor Donald L. Carcigri received a quick course in wheel alignment from Hunter Sales Representative John Kolarik (left) and Hunter Boston Regional Manager George Ryan (right).*



*Prospective automotive technology students attending an informational seminar during the Automotive Technology Center grand opening. New England Tech. works closely with the Rhode Island Auto Dealers Association and is part of the Ford MLR program (an alliance among Ford Motor Company and community colleges and technical schools) to provide students access to opportunities in the automotive technical and service trades.*

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