

Hunter Highlights

News and
Trends of the
Automotive
Service Industry

Hunter Named the Exclusive Alignment System Supplier for Ford Motor Company



At Thoroughbred Ford in Kansas City, technician Tim Heimberger sets up his next job using a new Hunter HawkEye™ high-definition alignment system from Rotunda.

Hunter is pleased to announce that it has been chosen by Ford Motor Company as the exclusive supplier of wheel alignment systems for Ford and Lincoln-Mercury dealerships in the United States. This new collaboration recognizes Hunter's commitment to the very best research and development of new products and support of Ford's goal of achieving higher CSI scores and optimal alignment profitability.

Hunter, a Rotunda Key Supplier for the last four years, has provided industry-leading undercar service equipment to Ford dealers for more than half a century. The relationship has strengthened over the years as Hunter's product line expanded to include popular models of Rotunda-approved tire changers, brake lathes and inspection equipment.

Hunter equipment is also the overwhelming choice at Ford corporate facilities and assembly plants throughout North America. In fact, the Hunter GSP9700 Road Force Measurement® System is the exclusive balancer used by Ford Engineering for tire and wheel diagnostics.



Ford Rotunda and Integrated Supply Network executives at Hunter headquarters prior to the Ford announcement. From left: ISN Director of Sales Nick Zala, ISN Vice President of Sales John Twist, Rotunda Operations Manager Maggie Morse, ISN Chief Executive Officer Bruce Weber, Hunter Chairman Steve Brauer, Rotunda Manager Technical Support Operations Steve DeAngelis, Hunter Senior Vice President Dave Smith, and Rotunda Technical Sales & Marketing Manager Pete Bandoske.



HUNTER
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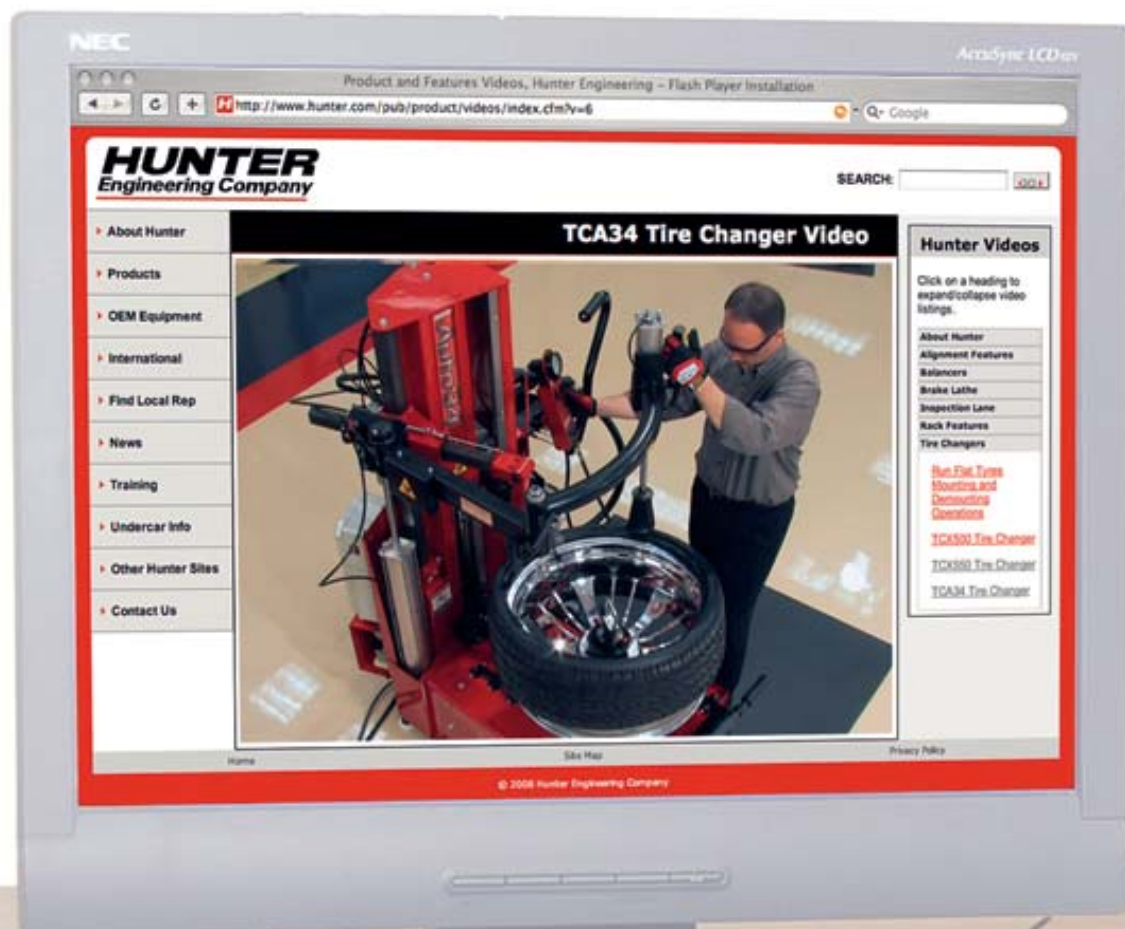
Reifen International Tire Fair – May 20 - 23 Essen, Germany

The Reifen International Tire Fair, billed as the world's leading tire-industry event, is also one of Hunter's most important European exhibits. This year, Hunter, represented by its German subsidiary Hunter Deutschland GmbH, showcased the newest HawkEye™ Wheel Alignment and GSP9700 Road Force Measurement® System technologies. Hunter customers and prospective customers from Europe and Asia crowded several deep in the exhibit to see the equipment demonstrated by Hunter Deutschland's technical and sales staff.



Just prior to the Reifen-Essen show opening, Hunter team members are ready for the long day ahead. The group included, from left: Hunter Deutschland Sales Representative Holger Heidt, Hunter Deutschland OEM Marketing Manager Rolf Lapp, Hunter Engineering Co. OEM Account Manager/Technical Manager Pat Callanan, Hunter Deutschland Managing Director Martin Adams, Hunter Deutschland Sales Representative Heinrich Hesselmann, Hunter Deutschland Sales Representative Bernd Hesselmann, and Hunter Engineering Co. Regional Manager Scandinavia, Southeastern and Central Europe Kevin Dillon.

View Videos of Hunter Products in Action on the Web



It's easy to view demonstration videos of nearly every Hunter equipment product. More than 40 are available at www.hunter.com. The videos offer comprehensive product overviews and feature-specific titles covering subjects that include:

- ✓ WinAlign® alignment software features
- ✓ HawkEye™ and PowerBay™ camera-based wheel alignment technology
- ✓ Wheel balancing and advanced vibration management
- ✓ Run-flat and low-profile tire service
- ✓ Automated brake, steering component and suspension testing

To view the videos, click the "Products" menu at hunter.com and select "Videos". The titles are organized by product.

Pro-Align Hosts Top Customers in U.S.

Hunter Western Europe Regional Manager Tom Ksiazek demonstrates the HawkEye™ PowerBay™ wheel alignment system to the group of 22 Pro-Align staff members and customers at Hunter's St. Louis Media Center.



Pro-Align, Ltd., Hunter's United Kingdom distributor, recently organized a visit by some of its top customers to Hunter's home office in St. Louis. The group included key United Kingdom auto service and tire dealers.

Hunter staff members hosted a two-day seminar that included new product introductions and visits with service operators in the St. Louis area. Before returning home, the group traveled to the Indianapolis Motor Speedway to enjoy popular, American-style open-wheel car racing – the Indianapolis 500.

Hunter History – 1953 National Independent Sales Team Organized



Lee Hunter (center, black necktie) with some of the company's first sales representatives at an industry trade show in 1953. Hunter's main product at the time, the Tune-In wheel balancer, can be seen in front.

Early in the history of Hunter Engineering Co., founder Lee Hunter understood the necessity of a well-organized, knowledgeable and independent sales team to establish his innovative products in the marketplace. In the early 1950s, Hunter began assembling what would later become the industry's largest dedicated U.S. field sales and service organizations.

The 1955 introduction of Hunter's highly successful Lite-A-Line wheel alignment system marked a new era for the company and required further expansion of the sales organization. By the end of the decade it had grown to 60 members, and Hunter Engineering was well on its way to becoming the undercar service equipment leader.

Today Hunter's U.S. sales and service teams number more than 650 members, covering all 50 states and U.S. territories – the same well-organized, knowledgeable and independent way it began.

Hunter Visitors



Ford Rotunda and Integrated Supply Network

During a Ford-ISN supplier conference at Hunter's St. Louis Media Center, the attendees toured Hunter's engineering, manufacturing and training facilities. The group included: **Steve DeAngelis**, **Maggie Morse** and **Pete Bandoske** from Ford Rotunda; **Nick Zala** of ISN; **Harry Schleeter** of Broadway Equipment Company; **Mark Fitzpatrick** of Rotary Lift; **Steve Frisbie** of Chief Automotive Systems; and **Richard Price** of Teradyne, Inc.

Pictured from left: Hunter Director of Product Management Denny Bowen, Steve Frisbie, Nick Zala, Hunter Director of OEM Program Jeff Russell, Richard Price, Pete Bandoske, Harry Schleeter, Mark Fitzpatrick, Hunter Chairman Steve Brauer, Maggie Morse, Steve DeAngelis and Hunter Vice President of Marketing Beau Brauer.



Technotire LTD – Israel

Technotire General Manager **Yossef Buchler** led company sales representatives **Eyal Fishman**, **Alon Kantor** and service representative **Ofir Alfonso Naim** through a product review at Hunter's St. Louis Research and Training Center. Technotire is the exclusive distributor of Hunter products in Israel.

From left: Alon Kantor, Hunter Middle-East Regional Manager Amin Alasgarli, Eyal Fishman and Ofir Alfonso Naim.



Kuhmo TirePro – Korea

Hunter Korea Ltd., the exclusive distributor of Hunter products in Korea, organizes annual training visits to St. Louis on behalf of Kumho Tire. All students are TirePro franchise owners and corporate staff who are selected to visit the Hunter Research and Training Center based on their sales, management and leadership performance. Kuhmo TirePro custom and general tire and rim sales and service shops use Hunter camera-based alignment systems and GSP wheel balancers exclusively.

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