

# HUNTER highlights

News and Trends  
of the Automotive Industry

## TCX575 Wins 2010 MOTOR Top 20 Tool Award



The editors of MOTOR Magazine selected Hunter's TCX575 leverless tire changer as a Top 20 Tool for 2010. This year's award marks Hunter's eighth over the last ten years and thirteenth total.

Each year MOTOR selects twenty "truly new and innovative" automotive service products from hundreds of entries. The winners were published in the September 2010 issue of the magazine.

The TCX575 is the first tire machine on the market to combine traditional tabletop clamping with an advanced leverless tool head and bead press system. It is designed to service everything from simple steel wheels to high-performance assemblies with the same ease.



*One switch operates the leverless system to easily and safely demount tires with minimal effort.*

## Hunter strengthens Bridgeton staff with two promotions

Hunter improved its staff by appointing Jeff Murray as Sales Representative Trainer and Kaleb Silver as Product Manager.

Vice President of Sales John Zentz says, "These are very important roles for our company, and we will benefit greatly from Jeff and Kaleb's expertise of Hunter equipment and experience from working in the field."

Jeff is responsible for preparing new Hunter Sales Representatives for the field and will report to John Zentz. Jeff started his career at Hunter as a Technical & Training Representative in 1999 and moved to sales in 2005, earning the President's Club award each year as a Sales Representative.



**Jeff Murray**  
Sales Representative  
Trainer



**Kaleb Silver**  
Product Manager

Kaleb will report to Director of Product Management Denny Bowen and focus on alignment. Kaleb began with Hunter in 2003 as a Technical & Training Representative in Alabama, earning six Lee Hunter Service Awards in eight years.

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**HUNTER**  
Engineering Company

# Hunter enhances alignment service with WinAlign® 11.1 software

Hunter's latest release of WinAlign software includes operational enhancements to the patented and award-winning CodeLink steering system reset tool and a new TouchRemote feature.

## **NEW!** CodeLink® printout

WinAlign updates for CodeLink include a new printout for steering system reset and additional advancements to improve interaction with the technician.

For vehicles that require a steering system reset, WinAlign 11.1 will automatically generate a supplemental CodeLink printout showing before-and-after steering system sensor values, a list of any relative diagnostic trouble codes read before and after the procedure, and a success report of the steering system reset itself.



*The new CodeLink printout can be used along with the alignment measurement printout to document service and show the customer completed work.*



## **NEW!** TouchRemote™ feature

WinAlign 11.1 also supports the new TouchRemote feature. TouchRemote allows Apple® iPhone®, iPod touch® and iPad® users to enjoy full wireless remote control of WinAlign alignment systems.

With TouchRemote, technicians can monitor live vehicle measurements, operate WinAlign software features, and view vehicle-specific adjustment illustrations and digital images all in the palm of their hand.



# Hunter launches new & improved Hunter.com

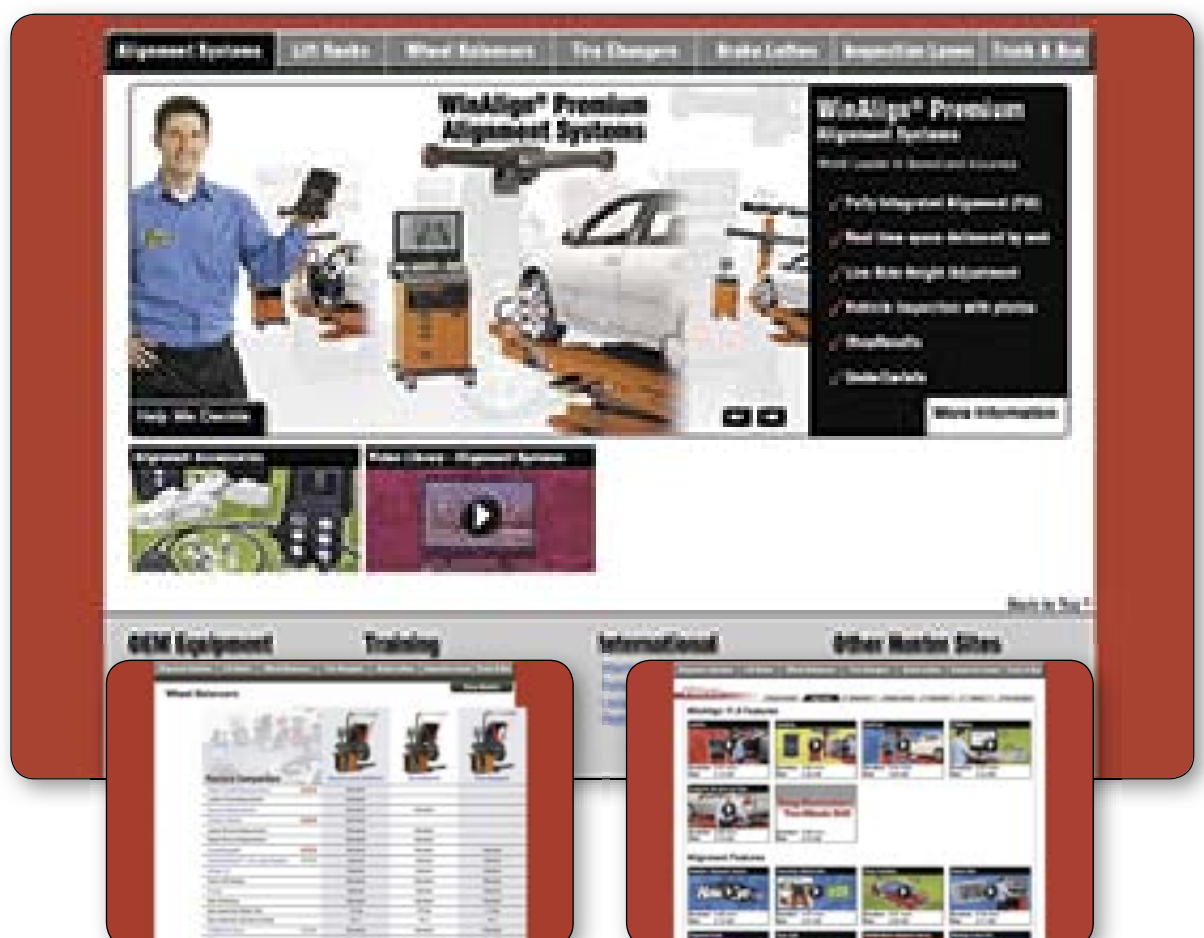
Hunter's redesigned website condenses vast amounts of information into a streamlined, user-friendly format.

Visitors can quickly browse through the wide variety of Hunter equipment by clicking on the product category and scrolling through equipment carousels for each product line.

The "Help Me Decide" tab provides detailed feature and specification comparison charts for up to three models.

Each product page also includes one-click access to videos, feature highlights and accessory information related to that particular product.

At any time, U.S. and Canadian visitors can search for their local Hunter Sales and Technical & Training Representatives using the drop-down search panel located at the top of each page. The same panel also allows international customers to access Hunter's international network, covering over 70 countries around the world.



*Equipment comparison charts provide a quick, concise view of features and specifications.*

*Users are one click away from demonstration videos for all Hunter products.*

# New manufacturing processes improve efficiency & quality

Recent manufacturing upgrades in Raymond and Durant, Mississippi have improved plant production and the overall quality of the finished products.

In Raymond, the new powder coat line provides a higher quality finish that is more resistant to damage encountered in the typical shop environment. The new line produces the same number of painted parts in half the time over the former liquid-paint system.

In Durant, two new CNC machines expand production capabilities.

A state-of-the-art Viper CNC milling machine precisely processes RX lift legs to ensure consistency and ease installation that meets engineering specifications for level runways. A MasterTube Plasma Cutter shapes the unique profile of the RX leg design and cuts the legs to length.

Together, the new machines will improve quality and offer more flexibility for the future.



*The multi-stage powder coat line cleans, coats and cures parts for final assembly (above). Though most of the application is automated, Raymond staff ensure quality by evening out the finish when necessary (right).*



*The Viper provides precise milling and drilling of many other Hunter product parts along with the RX lift legs.*



*With pinpoint accuracy, the Viper ensures consistent drilling of RX lift legs for easier installation.*



*The MasterTube Plasma Cutter begins production of RX lifts by transforming 20-foot pieces of steel tubing into scissor legs.*

# Hunter rolls out new demo truck program

Hunter initiated a new Demo Truck Program to help Hunter Sales Representatives provide more in-shop demonstrations.

Current Sales Representatives can elect to furnish a truck with their existing demo equipment.

New representatives can select a truck fully loaded with Hunter's premier equipment including a WinAlign® system with HawkEye® sensors, Road Force® GSP9700 and Auto34 tire changer.



*The trucks come with a 1,600-lb. capacity lift gate, interior lighting, air lines and industrial flooring for a highly professional look.*



*Hunter Demo Trucks are delivered road-ready complete with Hunter decals and top-of-the-line equipment.*



# Hunter showcases to international audience at Reifen 2010

The Reifen International Tire Exhibition in Essen, Germany is billed as the world's largest tire-industry event and, over the years, has become one of Hunter's most important European shows.

This year's record-setting event hosted 600 exhibitors from more than 40 countries. Over 18,000 visitors from over 125 countries attended.

Hunter, represented by its German subsidiary Hunter Deutschland GmbH, showcased the newest WinAlign® alignment systems, HawkEye® digital imaging sensors and Road Force® GSP9700 diagnostic balancers. Customers from Europe and Asia visited the exhibit to see the equipment demonstrated by Hunter Deutschland's technical and sales staff.



*Hunter Deutschland GmbH technical and sales staff were on hand to answer questions.*



*Hunter displayed customized alignment systems for automakers including BMW, Mercedes-Benz, Volkswagen and Porsche.*



*Hunter demonstrates its equipment in dozens of languages to accommodate the diversity of the Reifen show attendees.*

## Hunter introduces new DSP700 conventional alignment sensors

Hunter's new DSP700 conventional sensors provide quick, precise alignment service in a new cost-effective design.

DSP700 sensors contain powerful microprocessors that acquire measurements for camber, caster, toe, toe-out-on-turns, wheelbase, and track width and wirelessly communicate the readings to the console.

Engineered with the technician in mind, the newly designed sensors weigh less than 7.5 lbs. for easy handling, yet maintain Hunter's durable legacy with an impact-resistant design.

An exclusive feature of the DSP700s allows technicians to switch front and rear sensor positions to avoid obstructions like low-hanging air dams and spoilers.

### Lightweight design!

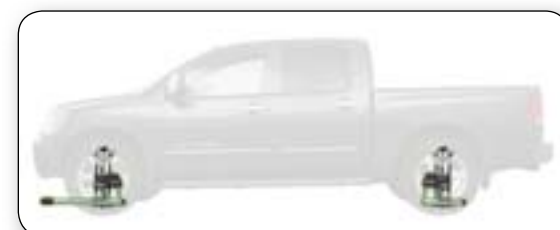


*DSP700s are 50% lighter than previous models, weighing less than 7.5 lbs.*



*Hunter's new DSP700 conventional sensors offer greater capabilities in a lightweight, durable design.*

### Reversible setups!



*Traditional toe arms in front...*



*...or mounted in rear to avoid obstructions!*

### Quick recharge!



*Wireless DSP700s recharge between jobs on docking stations attached to the alignment console.*

# Hunter Latin American distributors gather in Costa Rica for sales & service training

Hunter's Latin American distributors from Mexico, Central and South America, and the Caribbean recently participated in sales and service training sessions held in San Jose, Costa Rica.

Hunter Latin America Regional Manager Jeff Henry led group sessions on best practices for after-sale follow-ups and team meetings on service and uptime.

Hunter Vice President of International Wes Wingo hosted seminars on innovative selling and demonstration techniques and return on investment scenarios.

The impressive participation underscores the strong partnership between Hunter and its distributors and the joint commitment to stay current with technological advances and best business practices.



*Hunter's Jeff Henry fielded questions from the groups during the training sessions.*



*Group tasks included practicing demonstration techniques for handling difficult wheel assemblies.*



*Participants discussed solutions to a problem presented in the training.*



*Hunter also set up a sales event for local customers in conjunction with the training.*

# Hunter Canada partners in new training center for Québec area

Hunter Canada has partnered with the Centre de Formation Professionnelle de Lévis (Professional Trade School of Lévis) to create a high-tech training bay that will be shared by the school and Hunter.

Serving the greater Québec City area, the new training facility consists of a flush-mount RX12 scissor lift with PowerSlide® and a WinAlign® alignment system with HawkEye® digital imaging sensors.

The collaboration will keep CFP de Lévis instructors and students ahead of the automotive technology curve and provide Hunter Canada a top-notch training bay for its customers.

Darcy Tallon, Hunter Director of Canadian Operations comments, "CFP de Lévis has trained its automotive students using Hunter equipment for over twenty years and this alignment bay will benefit both the school and Hunter for years to come."



*Germain Charron, Eastern Canada Regional Manager (left) participates in the ribbon-cutting ceremony for the new Hunter training center at the CFP de Lévis. Pictured with Germain from left to right are Léopold Castonguay, President of CSDN; Joanne Plourde, Director General of CSDN; and Constance Dion, Director of CFP de Lévis.*

# Hunter visitors

## Discount Tire



Pictured from the left: Hunter Executive Vice President **Nick Colarelli**, Hunter Vice President of Sales **John Zentz**, Discount Tire Assistant VP – Store Experience **Jamie Wright**, Hunter Chairman **Steve Brauer**, Discount Tire Senior Vice President **Mike Kmetz**, Discount Tire Assistant VP – Store Experience Development Team **Keith Donaldson**, Hunter Vice President of Marketing **Beau Brauer**, and Hunter Western Division Manager **Chris Tullus**.

## TravelCenters of America



Pictured from the left: Hunter Sales Representative **Arnie Williams**, Hunter Cleveland Regional Manager **John Murray**, Hunter Director of Training **Byron Morgan**, TravelCenters of America Parts & Service Director **Brian Lukavich** and Assistant Parts & Service Director **Bret Linden**, Hunter Senior Vice President **Dave Smith**, and Hunter Northeast Division Manager **Doug Woolverton**.

## Belle Tire



Pictured from the left: Hunter Sales Representative **Bill Keyes**, Belle Tire Technology Development **Larry Buford**, Hunter Director of Training **Byron Morgan**, and Hunter Detroit Regional Manager **Jeff Russell**.

## Engtech Service



Pictured from the left: Engtech Service Division Manager **Fedor Bazhenov**, Hunter Vice President of International **Wes Wingo**, Engtech Service President **Yevgeniy Kirsanov**, and Hunter International Regional Manager **Amin Alasgarli**.

## Automotive Service Solutions



Pictured from the left: Hunter Vice President of International **Wes Wingo**, Automotive Service Solutions' **Grant McAlister**, **Phil Goodwin**, **Elton Lawes**, **Marc Gorman**, **Bob Rumney**, **Chris Webb** and **Brad Clegg**, and Hunter International Regional Manager **Tom Ksiazek**.

## Daimler AG



Pictured from the left: Hunter Product Manager **Pete Liebetreu**, Daimler AG Product Manager – Workshop Facilities **Oliver Kern**, Hunter Vice President of Research & Development **Tim Strege**, and Hunter Mechanical Design Engineer **Mike Olsen**.

## GCR Tire Centers



Executives from GCR Tire Centers visited Hunter to review the company's latest wheel service technologies. The group was led by Hunter Gulf States Division Manager **Joe Fuller** (far left) and Hunter Director of Training **Byron Morgan** (3rd from left).

## Bridgestone Retail Operations



Bridgestone Retail Operations Managers participated in comprehensive equipment training under the guidance of Hunter Director of Training **Byron Morgan** (4th from right) and Supervisor Field & Sales Training Instructor **Doug Felt** (far right).

## Goodyear



Pictured from the left: Hunter Vice President of Sales **John Zentz**, Goodyear Retail Sales Manager **Rich Schossler**, Goodyear Gemini Project Manager **Cary Budzinski**, Goodyear Facility Services Manager **Greg Wahrle**, Hunter Director of Training **Byron Morgan**, Hunter Cleveland Regional Manager **John Murray**, and Hunter Northeast Division Manager **Doug Woolverton**.

## Jack Williams Tire



Pictured from the left: Jack Williams' **Tom Murphy** and **Scott Williams**, Hunter Director of Training **Byron Morgan**, Jack Williams' **Jason Williams** and **Tom Vose**, and Hunter Northeast Division Manager **Doug Woolverton**.

## Subaru



Subaru service specialists spent the day at Hunter reviewing new equipment and touring the headquarters. The group was led by Hunter Director of Training **Byron Morgan** (3rd from left).

## GMDE



Regional Sales Managers and support staff from GMDE made the trip to Hunter for equipment update training. The group was led by Hunter Director of Training **Byron Morgan** (6th from left), Hunter Detroit Regional Manager **Jeff Russell** (6th from right), and Hunter North Central Division Manager **Greg Dunkin** (far right).

# Hunter visitors

## Christian Brothers



Pictured from the left: Hunter New Orleans Regional Manager **Kenny Smith**, Christian Brothers Director of Automotive Technology **David Welty**, and Hunter Director of Training **Byron Morgan**.

## Hoan Xa Co., Ltd.



Pictured from the left: Hunter International Tech Support/Web Manager **Phil Baldwin**, Hoan Xa's **Phan Thanh Son** and **Nguyen Phu Cuong**, and Hunter Service Training Instructor **Dave Fox**.

## Asia Regional Training



Representatives from several Hunter distributors in Asia traveled to the company's world headquarters for training on new equipment. Distributors represented included **Newera Equipment** of Malaysia, **Madhus Equipment** of India, **Kintz International** of Taiwan, and **Autoreach Inc.** of the Philippines. The group was led by Hunter International Tech Support/Web Manager **Phil Baldwin** (far left) and Hunter International Regional Manager **Avtar Singh** (5th from right).

## Sears



Pictured from the left: Hunter Vice President of Marketing **Beau Brauer**, Hunter North Central Division Manager **Greg Dunkin**, Sears Equipment & Repair Facility Manager **Paul Morabito**, Sears Equipment & Supply Buyer **George Hoffman**, Hunter Director of Training **Byron Morgan**, Hunter Chairman **Steve Brauer**, Hunter Vice President of Sales **John Zentz**, Hunter Executive Vice President **Nick Colarelli**, and Hunter Director of Product Management **Denny Bowen**.

## Blain's Farm & Fleet



Pictured from the left: Hunter Sales Representative **Jeff Crooks**, Blain's Assistant Director of Automotive Sales **Brian Martin**, Hunter Director of Training **Byron Morgan**, Blain's Director of Automotive Services **Steve Theil**, and Hunter Minneapolis Regional Manager **Mike Healey**.

## Pep Boys



Pep Boys Regional Trainers returned to Hunter for training on advanced alignment diagnostics and steering system reset procedures. The group was led by Hunter Director of Training **Byron Morgan** and Hunter Northeast Division Manager **Doug Woolverton**.