

AVERAGE FLEET LOSES \$750 PER BIG RIG TO UNDERINFLATION EACH YEAR

MULTI SEAL PREVENTS SLOW LEAKS!!! Sexy, huh? Well, okay, maybe not. Boring? Frankly, yes. Chronic slow leakage and the resulting low pressure is not exciting. Poking _” holes in tires.....well now, that’s real exciting and we all like using that demonstration. But in truth, slow leakage is the real problem....especially for over-the-road truck fleets. This is important, so please read on!

Transport Topics, “The National Newspaper of the Trucking Industry” is a weekly magazine that is aimed at the heavy truck industry. The February 10, 2003 issue contained a 28 page supplement titled “Equipment & Maintenance Update.” All 28 pages were devoted to underinflation and the costs associated with it! THIS IS NEWS YOU CAN USE TO SELL MULTI-SEAL®!!! All of the following information was taken from articles in that supplement.

As a result of the Firestone/Ford Explorer tread separation fiasco of the late ‘90’s, the Federal Government took a look at underinflation and the problems/costs it causes. The result was the “Transportation Recall Enhancement, Accountability and Documentation Act” (TREAD Act). Who says that those Washington boys don’t have a sense of humor? The act was signed into law in 2000. Get ready! In November of this year, all cars, SUV’s, light trucks and the like will be required to have a system capable of warning the driver of low tire pressure. Although not a law yet, it is expected that this requirement will be applied to heavy trucks late next year.

Furthermore, a yet-to-be released study done for the “Federal Motor Carrier Safety Administration” found the following: “...the average truck fleet loses \$750 per tractor-trailer combination every year because of underinflated tires according to data collected for the study”. The study also drew a picture of a typical “....carrier operation with a

chronic problem of underinflated tires. The fleet required 12% more new tires and 10% more retreads and suffered a 0.6% fuel economy loss.” Note that the study did not take into account the associated costs of downtime, roadside service calls, missed deliveries, collateral equipment damage caused by blowouts, accidents or personal injury and lawsuits.

Even if you don't count these extra costs.....even if you just stick to the \$750 cost, you can still save your prospects money! Even at full retail, Multi-Seal will save the average tractor/trailer over \$300 per rig per year. Add in associated costs and it gets silly. Multi-Seal pays for itself in just a few months!

Additionally, a survey conducted by the “Technology and Maintenance Council of the American Trucking Association” reports that less than half (only 44%) of all tires on heavy trucks were inflated to within 5psi of their target pressure. Even worse yet: “More than one in five vehicles --22%-- had at least one tire underinflated by 20psi or more, and 4% of the vehicles were running with at least one flat tire (defined as a tire underinflated by 50psi or more). There was more. Call me if you would like me to bend your ear a little more about this very interesting study.

At the present time there is debate on what to do. Automatic monitors are being developed. On-board inflation systems are, as well. Debates rage over which system is best and how or *if* the Feds should get involved. Whatever happens, it is in the future. It will be expensive, and tires/tractors/trailers on the road at the present time will not be covered.

But, you have an answer now! It is ready now! It is inexpensive now! It is effective now! You are familiar with it now! It is MULTI-SEAL. It works!