



**TIRESAFE**  
NITROGEN A GREENER CHOICE®

[www.tiresafe.info](http://www.tiresafe.info)

office: 305.754.3400 | fax: 305.754.3888 | [info@tiresafe.info](mailto:info@tiresafe.info)

**2013**  
**CUSTOMER**  
**LOYALTY**  
**PROGRAMS**



*It's more than just the equipment.*

# BENEFITS



*— — — It's more than just the equipment. — — —*

## INCREASED REVENUE

- New revenue generating tool.
- Add value to every sale.
- Great for up-sell at F & I.
- Minimal labor time involved for installer.

## INCREASED CUSTOMER TRAFFIC

- Your very own custom activation web page for customers to register their Customer Loyalty Club Membership.
- Nitrogen compels the customer to return to the dealer for tire related services.
- Benefit Program creates customer retention and loyalty.
- Private label option available for higher retention.

## CUSTOMER DATABASE

- Ability to contact customers via email at any time.
- Customers are automatically notified before their warranty expires (first reminder is 4 weeks before expiration, and second reminder is 2 weeks before expiration) to come in and renew their Customer Loyalty Club Membership.

office: 305.754.3400 | fax: 305.754.3888 | [info@tiresafe.info](mailto:info@tiresafe.info) | [www.tiresafe.info](http://www.tiresafe.info)



# OPTIONAL UPSELL CARD FOR F & I & TS-4001C



*It's more than just the equipment.*

THIS VEHICLE RIDES ON  
**NITROGEN**

**SAVE \$**

**ON OUR  
EXTENDED  
TIRE & WHEEL  
PROTECTION PLAN**

**BENEFITS OF EXTENDED  
PROTECTION PLAN**

- Value-added Enhancements Guaranteed
- 3 & 5 Year Program with NO DEDUCTIBLE
- NO REPLACEMENT COST LIMITS\*
- Repair or Replacement Coverage For Tire and Rims
- Emergency Road Assistance Benefit
- Mounting/Balancing and Taxes

\*Please see your contract for specific terms & conditions

**Keeping Your Car Rolling**

Intended for use with  
TS-4001C Hanging Kit  
as shown below:



**RECOMMENDED FOR  
NEW & USED CAR SALES**



office: 305.754.3400 | fax: 305.754.3888 | info@tiresafe.info | www.tiresafe.info

# TS-4001C

NITROGEN HANGING LOYALTY KIT



**TIRESAFE**  
NITROGEN A GREENER CHOICE

*It's more than just the equipment.*

## NITROGEN INFLATION HANGING LOYALTY KIT



- Rearview mirror hanging
- Retention awareness decals (Door jam/Fuel lid)
- Benefit static decal (Placed near vehicle sticker price)
- Nitrogen educational booklet (20 pages)
- Nitrogen certificate sign-off sheet
- Tread depth indicator
- 5 TPMS type N2 valve caps

**CASE QTY: 24 I.P. / 144 M.P.**



office: 305.754.3400 | fax: 305.754.3888 | [info@tiresafe.info](mailto:info@tiresafe.info) | [www.tiresafe.info](http://www.tiresafe.info)



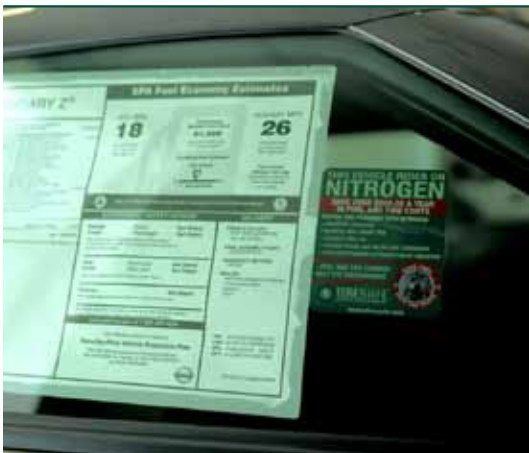
# TS-4001C

LOYALTY KIT APPLICATION



*It's more than just the equipment.*

## LOYALTY KIT APPLICATION



office: 305.754.3400 | fax: 305.754.3888 | [info@tiresafe.info](mailto:info@tiresafe.info) | [www.tiresafe.info](http://www.tiresafe.info)



# TS-3011 CLAM SHELL KIT



— — — *It's more than just the equipment.* — — —

## NITROGEN INFLATION KIT WITH ROADSIDE ASSISTANCE

- Clam Shell Kit
  - 5 TPMS Type N2 Valve Caps
  - Door Jam Retention Decal
  - Fuel Lid Retention Decal
  - Window Decal
- CASE QTY: 50 I.P. / 200 M.P.



Back



Front



\*WINDOW STATIC DECAL



FUEL LID DECAL



DOOR JAM DECAL



Decals remain as shown.

office: 305.754.3400 | fax: 305.754.3888 | info@tiresafe.info | www.tiresafe.info





**TIRESAFE**  
NITROGEN A GREENER CHOICE<sup>®</sup>

[www.tiresafe.info](http://www.tiresafe.info)

office: 305.754.3400 | fax: 305.754.3888 | [info@tiresafe.info](mailto:info@tiresafe.info)

**PEACE OF MIND  
PROTECTION PLANS**

*It's more than just the equipment.*

# PEACE OF MIND PROTECTION PLANS



*It's more than just the equipment.*

## OPTIONAL PEACE OF MIND PROTECTION PLANS

12

MONTH  
PEACE OF MIND  
OPTIONS

- 12 Month Roadside Assistance Plan
- 12 Month Roadside Assistance Plan With Flat Tire Protection
- 12 Month Roadside Assistance Plan With Wheel & Tire Protection
- We can customize your own 12 Month Plan

4

MONTH  
PEACE OF MIND  
OPTIONS

- 4 Month Roadside Assistance Plan
- 4 Month Roadside Assistance Plan With Flat Tire Protection
- 4 Month Roadside Assistance Plan With Wheel & Tire Protection
- We can customize your own 4 Month Plan

office: 305.754.3400 | fax: 305.754.3888 | [info@tiresafe.info](mailto:info@tiresafe.info) | [www.tiresafe.info](http://www.tiresafe.info)





# ACTIVATION CARD SAMPLE



**TIRESAFE**  
NITROGEN A GREENER CHOICE®

*— — — It's more than just the equipment. — — —*

## SAMPLE OF CUSTOMER ACTIVATION CARD (ACTUAL SIZE)

 **TIRESAFE**  
NITROGEN A GREENER CHOICE

*— It's more than just the equipment. —*

**CUSTOMER LOYALTY CLUB**

TO ACTIVATE YOUR  
**ROADSIDE  
ASSISTANCE  
WITH FREE  
TIRE HAZARD**

**LOG ON TO:  
TIRESAFE.INFO**

1) CLICK ON "ACTIVATE NOW"  
2) ENTER MEMBER NUMBER  
LISTED BELOW  
3) COMPLETE ONLINE FORM

TIRESAFE AUTO CLUB MEMBER NUMBER  
**00000**

Front

 **TIRESAFE**  
NITROGEN A GREENER CHOICE

*— It's more than just the equipment. —*

**CUSTOMER LOYALTY CLUB**

**24 HOUR SERVICES**  
Flat Tire Coverage  
Tire Replacement  
Tire Change Service  
Emergency Battery Service  
Emergency Roadside Assistance  
Emergency Fluid Delivery  
Mechanical First Aid  
Lock-Out Service

- Theft/Hit & Run Protection •
- Rental Car Discounts •
- Map Routing Service •

**BONUS BENEFITS**  
Service Reminders  
Free Tire Inspections  
Monthly Savings Coupons  
Service Specials  
Special Tire Discounts  
Club Renewal Reminders  
**AND MUCH, MUCH MORE!**

\* Complete details are provided upon Member activation as benefits may vary by state.

Back

office: 305.754.3400 | fax: 305.754.3888 | info@tiresafe.info | www.tiresafe.info



# 12 MONTH ROADSIDE ASSISTANCE WITH TIRE HAZARD PROTECTION



*— — — It's more than just the equipment. — — —*

## RECOMMENDED FOR ALL NEW & USED CAR SALES

- **BENEFIT Tire Replacement**

Reimbursement is provided should the tire become non-repairable due to impact leads, snags, cuts, puncture, or other road hazards.



**12 MONTH**  
PEACE OF MIND  
PRODUCT #:  
TS-4001C-264-B5

- **BENEFIT Flat Tire Coverage**

You will be reimbursed for the full amount of charges incurred for the repair of flat tires caused by road hazard.

- **BENEFIT Mounting/Balancing and Taxes**

Reimbursement is provided for any tire covered by your agreement. We will absorb the cost of all local and state taxes, where applicable, as required as part of a covered repair.

- **24 HOUR Tire Change Service**

Members may have their flat tire changed with their inflated and functional spare tire.

- **24 HOUR Emergency Roadside Assistance**

Members are covered for emergency road service throughout Canada and the U.S.

- **24 HOUR Emergency Battery Service**

You are covered to boost batteries and perform minor adjustments while on the road.

- **24 HOUR Mechanical First Aid**

Members are entitled to any service requiring minor adjustments (exclusive of parts) to enable a disabled vehicle to proceed under its own power, where available.

- **24 HOUR Emergency Fluid Delivery**

A service truck will deliver emergency supplies of gasoline, water, oil, or other necessary supplies. Members only pay for the cost of the supplies.

- **24 HOUR Lock-Out Service**

If keys are locked inside a Member's vehicle, the Member will be assisted in gaining entry to the vehicle's passenger compartment only. Locksmith services may be dispatched as needed at the Member's expense for labor and key making.

- **Theft/Hit & Run Protection • Service Reminders**

- **Rental Car Discounts • Discount Coupons**

- **Map Routing Service • Free Renewal Reminders**

office: 305.754.3400 | fax: 305.754.3888 | [info@tiresafe.info](mailto:info@tiresafe.info) | [www.tiresafe.info](http://www.tiresafe.info)



# 4 MONTH ROADSIDE ASSISTANCE



**TIRESAFE**  
NITROGEN A GREENER CHOICE

*— — — It's more than just the equipment. — — —*

## RECOMMENDED FOR SERVICE DRIVE



**4 MONTH**  
PEACE OF MIND  
PRODUCT #:  
TS-4001C-264-A

- **24 HOUR Tire Change Service**  
Members may have their flat tire changed with their inflated and functional spare tire.
- **24 HOUR Emergency Roadside Assistance**  
Members are covered for emergency road service throughout Canada and the U.S.
- **24 HOUR Emergency Battery Service**  
You are covered to boost batteries and perform minor adjustments while on the road.
- **24 HOUR Mechanical First Aid**  
Members are entitled to any service requiring minor adjustments (exclusive of parts) to enable a disabled vehicle to proceed under its own power, where available.
- **24 HOUR Emergency Fluid Delivery**  
A service truck will deliver emergency supplies of gasoline, water, oil, or other necessary supplies. Members only pay for the cost of the supplies.
- **24 HOUR Lock-Out Service**  
If keys are locked inside a Member's vehicle, the Member will be assisted in gaining entry to the vehicle's passenger compartment only. Locksmith services may be dispatched as needed at the Member's expense for labor and key making.
- **Theft/Hit & Run Protection • Service Reminders**
- **Rental Car Discounts • Discount Coupons**
- **Map Routing Service • Free Renewal Reminders**

office: 305.754.3400 | fax: 305.754.3888 | info@tiresafe.info | www.tiresafe.info



# SELLING TOOLS



*— — — It's more than just the equipment. — — —*

<b>If Customer has AAA...</b>	<b>If Customer does not have AAA...</b>
Customer saves \$80 - \$100 per year	Roadside Assistance is a necessary and valuable service for any and all drivers
AAA Base Package: 5 mile tow radius - Tiresafe RSA: 15 or 25 mile tow radius	Tiresafe RSA is a full blown roadside assistance program
National average tow distance is 8 miles - Possible out-of-pocket expense with AAA	Tiresafe RSA is FREE with Nitrogen Program
Tiresafe RSA is flexible - Your choice of where to tow your vehicle - AAA vendors will tow to their shops	Average response time is 36 minutes

office: 305.754.3400 | fax: 305.754.3888 | [info@tiresafe.info](mailto:info@tiresafe.info) | [www.tiresafe.info](http://www.tiresafe.info)



# ROADSIDE ASSISTANCE PROVIDER



*— — — It's more than just the equipment. — — —*

## Tiresafe Roadside Assistance is Provided By Nation Safe Drivers (NSD)



- In business since 1962
- Covering 16 million motorists
- 36 minute average response time
- 24/7 coverage, 365 days a year
- 45,000 contracted service vehicles in NSD Network
- NSD provides towing across the U.S., Canada and Puerto Rico

office: 305.754.3400 | fax: 305.754.3888 | [info@tiresafe.info](mailto:info@tiresafe.info) | [www.tiresafe.info](http://www.tiresafe.info)





**TIRESAFE**  
NITROGEN A GREENER CHOICE<sup>®</sup>

[www.tiresafe.info](http://www.tiresafe.info)

office: 305.754.3400 | fax: 305.754.3888 | [info@tiresafe.info](mailto:info@tiresafe.info)

**EQUIPMENT  
& P.O.P.**

*It's more than just the equipment.*

# TS-185

PORTABLE NITROGEN GENERATOR



**TIRESAFE**  
NITROGEN A GREENER CHOICE®

*— — — It's more than just the equipment. — — —*

## PORTABLE STANDARD NITROGEN GENERATOR

- Easy Rolling Mobile System
- Advanced P.S.A. Generator
- Accurate, Automatic Digital Inflator
- Automatically purges and fills four tires simultaneously
- Visual and audio signals for progress & completion
- N2 purity check point
- Hoses and chucks for four tires included
- Easy to operate
- Five year limited warranty
- Approximate fill times:
  - 4 Pass. Tires: 21 Mins
  - 4 SUV Tires: 30 Mins



DIMENSIONS: 28" X 25" X 51"

office: 305.754.3400 | fax: 305.754.3888 | [info@tiresafe.info](mailto:info@tiresafe.info) | [www.tiresafe.info](http://www.tiresafe.info)



# TS-370

PORTABLE NITROGEN GENERATOR



**TIRESAFE**  
NITROGEN A GREENER CHOICE®

*— — — It's more than just the equipment. — — —*

## PORTABLE DELUXE NITROGEN GENERATOR

- Easy Rolling Mobile System
- Advanced P.S.A. Generator
- Accurate, Automatic Digital Inflator
- Automatically purges and fills four tires simultaneously
- Visual and audio signals for progress & completion
- N2 purity check point
- Hoses and chucks for four tires included
- Easy to operate
- Five year limited warranty
- Approximate fill times:
  - 4 Pass. Tires: 15 Mins
  - 4 SUV Tires: 25 Mins



DIMENSIONS: 28" X 25" X 51"

office: 305.754.3400 | fax: 305.754.3888 | [info@tiresafe.info](mailto:info@tiresafe.info) | [www.tiresafe.info](http://www.tiresafe.info)





# TS-880P

PORTABLE NITROGEN GENERATOR



**TIRESAFE**  
NITROGEN A GREENER CHOICE

*— — — It's more than just the equipment. — — —*

## HIGH CAPACITY PORTABLE NITROGEN GENERATOR

- Large SUV's and Trucks
- Easy Rolling Mobile System
- Advanced Membrane Technology
- Accurate, Automatic Digital Inflator
- Automatically purges and fills 4 tires simultaneously with 2 cycles in an average of 6 minutes.
- Visual and audio signals for progress & completion
- N2 purity check point
- Hoses and chucks for four tires included
- Easy to operate
- Five year limited warranty



DIMENSIONS: 59" X 30" X 30"

office: 305.754.3400 | fax: 305.754.3888 | info@tiresafe.info | www.tiresafe.info



# TS-300ST

STATIONARY NITROGEN GENERATOR



**TIRESAFE**  
NITROGEN A GREENER CHOICE®

*— — — It's more than just the equipment. — — —*

## HIGH CAPACITY STATIONARY NITROGEN GENERATOR WITH RECEIVER

- Advanced Membrane Technology
- Gauges for inlet pressure & tank pressure
- Dual pre-filtration (water separator & coalescent filters)
- Complete with all fittings
- On metal stand
- Designed for complete shop or multi-bay use

\* Requires auto-inflator(s) which are not included



DIMENSIONS: 64" X 48" X 24"

office: 305.754.3400 | fax: 305.754.3888 | info@tiresafe.info | www.tiresafe.info



# TS-89TRL-4

PORTABLE NITROGEN TROLLEY



*— — — It's more than just the equipment. — — —*

## PORTABLE DIGITAL TIRE INFLATOR TROLLEY

- Mobile system that operates off your Nitrogen Generator or Nitrogen-filled cylinder
- Accurate, Automatic Digital Inflator
- Automatically purges and fills 4 tires simultaneously
- Can be used on 1, 2, 3, or 4 tires
- Complete with Auto Inflator
- Long lasting rechargeable battery
- Includes 4 hoses with clip-on chucks

\* Nitrogen cylinder not included



office: 305.754.3400 | fax: 305.754.3888 | [info@tiresafe.info](mailto:info@tiresafe.info) | [www.tiresafe.info](http://www.tiresafe.info)



# ROADSIDE BENEFIT P.O.P. KIT



*It's more than just the equipment.*

## (1) 36" x 80" Pull Up Banner



- 24 HOUR Tire Change Service**  
 Members may have their flat tire changed with their inflated and functional spare tire.
- 24 HOUR Emergency Battery Service**  
 You are covered to boost batteries and perform minor adjustments while on the road.
- 24 HOUR Emergency Roadside Assistance**  
 Members are covered for emergency road service throughout Canada and the U.S.
- 24 HOUR Mechanical First Aid**  
 Members are entitled to any service requiring minor adjustments (exclusive of parts) to enable a disabled vehicle to proceed under its own power, where available.
- 24 HOUR Emergency Fluid Delivery**  
 A service truck will deliver emergency supplies of gasoline, water, oil, or other necessary supplies. Members only pay for the cost of the supplies.
- 24 HOUR Lock-Out Service**  
 If keys are locked inside a Member's vehicle, the customer will be assisted in gaining entry to the vehicle's passenger compartment only. Locksmith services may be dispatched as needed at the Member's expense for labor and key making.

- Theft/Hit & Run Protection
- Rental Car Discounts
- Map Routing Service
- **FREE** Service Reminders
- **FREE** Tire Inspections
- **FREE** Club Renewal Reminders

- Monthly Savings Coupons That May Include:
  - ALIGNMENT SPECIALS
  - BRAKE SPECIALS
  - OIL CHANGE SPECIALS
  - TIRE DISCOUNTS
  - AND MUCH MORE!

## (12) 11" x 17" Posters



- 24 HOUR Tire Change Service**  
 Members may have their flat tire changed with their inflated and functional spare tire.
- 24 HOUR Emergency Battery Service**  
 You are covered to boost batteries and perform minor adjustments while on the road.
- 24 HOUR Emergency Roadside Assistance**  
 Members are covered for emergency road service throughout Canada and the U.S.
- 24 HOUR Mechanical First Aid**  
 Members are entitled to any service requiring minor adjustments (exclusive of parts) to enable a disabled vehicle to proceed under its own power, where available.
- 24 HOUR Emergency Fluid Delivery**  
 A service truck will deliver emergency supplies of gasoline, water, oil, or other necessary supplies. Members only pay for the cost of the supplies.
- 24 HOUR Lock-Out Service**  
 If keys are locked inside a Member's vehicle, the Member will be assisted in gaining entry to the vehicle's passenger compartment only. Locksmith services may be dispatched as needed at the Member's expense for labor and key making.
- Theft/Hit & Run Protection
- Rental Car Discounts
- Map Routing Service
- **FREE** Service Reminders
- **FREE** Tire Inspections
- **FREE** Club Renewal Reminders
- Monthly Savings Coupons That May Include:
  - ALIGNMENT SPECIALS
  - BRAKE SPECIALS
  - OIL CHANGE SPECIALS
  - TIRE DISCOUNTS
  - AND MUCH MORE!

## (12) 8 1/2" x 11" Flyers

In Counter Top Plexi Holders



Front



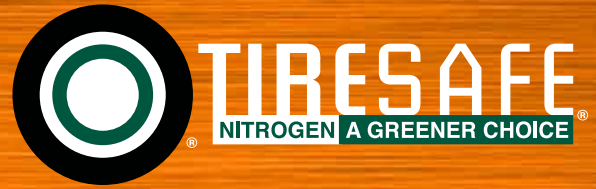
Back

PART NUMBER: **TS-POPCUST**

office: 305.754.3400 | fax: 305.754.3888 | info@tiresafe.info | www.tiresafe.info



# NITROGEN P.O.P. STARTER KIT



*It's more than just the equipment.*

(1) 96" x 24" Banner

ASK YOUR TECHNICIAN HOW YOU CAN

# SAVE

**\$300 A YEAR IN FUEL & TIRE COSTS**

## NITROGEN INFLATION

**TIRESAFE**  
NITROGEN A GREENER CHOICE

(1) 11" x 17" Poster

**THIS VEHICLE RIDES ON NITROGEN**

**SAVE OVER \$300.00 A YEAR IN FUEL AND TIRE COSTS**

**PROPER TIRE PRESSURE WITH NITROGEN:**

- ENHANCES HANDLING
- REDUCES HEAT INSIDE TIRE
- EXTENDS TIRE LIFE
- LESSENS WHEEL AND VALVE CORE CORROSION
- DECREASES RUBBER DETERIORATION BY OXIDATION

• FUEL AND TIRE SAVINGS HELP THE ENVIRONMENT

[www.tiresafe.info](http://www.tiresafe.info)

(1) 11" x 17" Poster

**NITROGEN TIRE INFLATION AVAILABLE HERE**

**FREQUENTLY ASKED QUESTIONS**

**Q= Is Nitrogen Explosive?**  
 A= No, nitrogen is inert and safe. Nitrogen is the most commonly used chemical in the USA. It is so safe that it is used for storing and packaging of snack foods, coffee and other foods.

**Q= Can I mix air with Nitrogen?**  
 A= Although it's best to maintain a Nitrogen purity of 95%, it is fine to add air to your Nitrogen filled tires if you need to add pressure.

**Q= Do I still need to check tire pressure?**  
 A= Absolutely. But, you should find the tire pressure to be more consistent.

**Q= If I add regular air, how do I get my Nitrogen purity back to the correct level?**  
 A= Simply have your dealer purge your tires and refill them with Nitrogen.

**Q= HOW CAN NITROGEN IN MY TIRES SAVE FUEL?**  
 A= PROPER INFLATION REDUCES ROAD RESISTANCE, GIVING YOU MORE MILES TO A GALLON OF FUEL. YOUR TIRE LIFE AND FUEL SAVINGS CAN BE UP TO \$300.00 PER YEAR.

(1) 11" x 17" Poster

**NITROGEN TIRE INFLATION AVAILABLE HERE**

**SAVE \$900 IN 36 MONTHS ON FUEL + TIRE COSTS**

(200) Info Cards

**WHY NITROGEN IN YOUR TIRES?**

PROPER TIRE INFLATION WILL:

- SAVE \$900
- MAXIMIZE
- SAFETY

**WE WILL EDUCATE**

PROPER TIRE INFLATION IS CRUCIAL TO SAFETY

**INFLATE ROTATE EVALUATE**

PART NUMBER: **TS-POP-1**

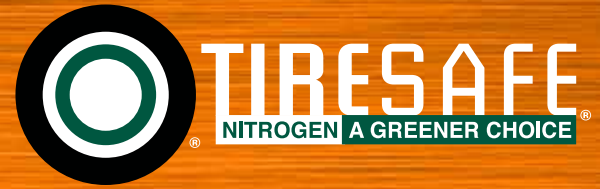
COMPLETE PACKAGE:

**\$100.00**

office: 305.754.3400 | fax: 305.754.3888 | info@tiresafe.info | www.tiresafe.info



# INSTALLER BENEFITS



*— — — It's more than just the equipment. — — —*

## INCREASED TRADE-UP AT F & I

- FREE Roadside Assistance with Tire Hazard encourages trade-up to higher margin products.

## INCREASED BRAND LOYALTY

- Tiresafe Roadside Assistance “Peace of Mind” for your customers & their families.

## INCREASED RETENTION

- Automated e-mail reminder to return for service and renew their Tiresafe Roadside Assistance.

office: 305.754.3400 | fax: 305.754.3888 | [info@tiresafe.info](mailto:info@tiresafe.info) | [www.tiresafe.info](http://www.tiresafe.info)



# GETTING STARTED



**TIRESAFE**  
NITROGEN A GREENER CHOICE®

*— — — It's more than just the equipment. — — —*

## Now is the Time to Get Your Customer Loyalty Club Nitrogen Service Started!

**Get Started Today and Begin Earning  
Extra Profit & Customer Loyalty**

### **Contact Your Rep**

- Tiresafe representatives will educate you on the program and answer any questions related to roadside assistance.
- They will gather your Installer location information so you will be assigned a Producer Code and entered into the Tiresafe RSA system.
- To re-order Tiresafe RSA Member Registration Cards, contact your account manager.

office: 305.754.3400 | fax: 305.754.3888 | [info@tiresafe.info](mailto:info@tiresafe.info) | [www.tiresafe.info](http://www.tiresafe.info)

