

YOUR DEALERSHIP

The NitroFill Tire Protection Plan





Customer Benefits

INCLUDE the NitroFill Tire Protection Plan with your New & Used Vehicles and your Customers will Enjoy:

PROVEN RESULTS!

Up to: 50% Longer Tire Life • 10% Better Fuel Economy • 75% Less Tire Failures

PLUS

Tire Repair & Replacement Coverage • Unlimited FREE Roadside Assistance

AND

24 Hour Emergency Battery Service

24 Hour Emergency Fluid Delivery

Lost Key and Lockout Service

Travel Benefits

Trip Routing Service

Theft and Hit & Run Protection

Trip Interruption Coverage

...and More!



Customer Benefits

Flexible, Expandable, Renewable, Trouble-Free Tire Coverage:

Every NitroFill Conversion is backed by our Tire Protection Plan Warranty, providing your customers with your choice of Tire Repair and Replacement Coverage (minimum benefit: \$200).

- **Covers all Tires on your New or Used Vehicles down to 3/32”**
- **No Prorations**
- **No Deductibles**
- **Renewable Annually**
- **Instant Claims Processing and Direct Dealer Payment**
- **Tire Benefit can be used towards Tire Insurance Deductible**
- **Upgradeable to Higher Aggregate Value, or your current Tire and Wheel Warranty**



Customer Benefits

How Much Can NitroFill Save Your Customers?

Tire Wear/Longevity Savings: \$750**

Fuel Consumption Savings: \$300

Tire Road Hazard Coverage: \$200*

Motor Club Membership: \$199

Total Savings: \$1449

PLUS:



Tire Repair & Replacement



24 Hour Emergency Towing Service



24 Hour Emergency Road Service



24 Hour Emergency Delivery



24 Hour Emergency Battery Service



Lost Key or Lockout Service



Travel Benefits



Theft and Hit & Run Protection



Trip Routing Service



Trip Interruption Coverage

*\$200 Tire Road Hazard Coverage based on VSB5 Cap Kit. Higher value Kits available. **Tire Wear Savings based on 2016 Ford Mustang, four 255-40-R19 tires: \$1500 & 50% tire life increase per Clemson University Nitrogen Tire Inflation Study (See full report at nitrofill.com). Fuel Consumption Savings based on EPA's Annual Average MPG for US Passenger Vehicles: 24.1 MPG X 12,000 annual miles over 24,000 mile life of tires.



Dealer Benefits

NitroFill BONDS your Customers to your Service Department ... ensuring that your Vehicle Customers become your Service AND Tire Customers.

When your customers' NitroFill Tire Protection Plan memberships are activated, their vehicle and personal contact information is captured and loaded into a proprietary CRM platform that includes:

- Automated Monthly Text Message and Email "Inflation Reminders."
- Automated Monthly Tire Care Newsletters featuring:
 - Sales and Service Coupon Options
 - Interactive Customer Surveys
 - Event Announcements
 - Custom Graphics and Text
 - Unlimited Customization Features
- Tire Tracking Program to Track the Condition of Every Customer's Tires
- Cutting Edge Online Reputation Tracking and Review Generation Program
- Facebook Integration
- Text and Email Blasters
- Extensive Database Sorting and Management Features
- Automated Program Progress Reports
- Unlimited Tire and Service Marketing, Campaign Launch and Tracking Tools
- AND MUCH MORE!

It's Proven: NitroFill Customers Return to Their NitroFill Dealers for All of Their Tire Needs.



All Customized to Promote your Service Department and "Tire Center"

***Air Filled Tires can be Serviced Anywhere
NitroFilled Tires Return to YOU!***

Dealer Benefits

NitroFill Dealers Sell More Tires ... A LOT More Tires.

- **78% of consumers purchase their tires from the first car care professional to inform them of the need ... an opportunity your service staff rarely enjoys but NitroFill's Tire Inflation Maintenance Program GUARANTEES.**
- **Because Tire Inflation Maintenance is due 12 TIMES more often than any other vehicle service, no other service or program provides more opportunities to earn a customer's business ... and loyalty.**
- **Your average Service Customer visits your Service Department 1.2 times each year, while the average NitroFill customer visits their NitroFill dealer 4.5 times annually.**
- **According to the NADA, your largest expense as a dealer is the loss of customers prior to them becoming *loyal* customers ... over 25% of them leave your dealership annually. NitroFill helps ensure customer loyalty.**
- **Your cost to convert a Vehicle Customer into a Service Customer is \$400. NitroFill accomplishes the same for as little as \$20, and in much less time.**

Double Your Tire Sales in 24 Months ... or Quicker if Pre-loaded in Used Cars and Sold in Service.



Dealer Benefits

**Much More Than Just Increased Tire Sales and Customer Retention.
Monthly NitroFill Protection Plan Sales Revenue and Profit:**

Addendum Price	50 Vehicles per Month	100 Vehicles per Month	300 Vehicles per Month	Annual Earnings @ 300 Vehicles/Month
	Revenue / Gross Profit	Revenue / Gross Profit	Revenue / Gross Profit	Revenue / Gross Profit
\$89	\$4,450 \$3,250	\$8,900 \$6,500	\$26,700 \$19,500	\$320,400 \$234,000
\$139	\$6,950 \$5,750	\$13,900 \$11,500	\$41,700 \$34,500	\$500,400 \$414,000
\$189	\$9,450 \$8,250	\$18,900 \$16,500	\$56,700 \$49,500	\$680,400 \$594,000
\$239	\$11,950 \$10,750	\$23,900 \$21,500	\$71,700 \$64,500	\$860,400 \$774,000
\$289	\$14,450 \$13,250	\$28,900 \$26,500	\$86,700 \$79,500	\$1,040,400 \$954,000

*Based on VSB5 Cap Kit. Dealer Cost \$24 with Loaner System.



Dealer Benefits

Upgrade to a Higher Value Benefit Plan and Your Profits Soar!
Monthly NitroFill Protection Plan Sales Revenue and Profit:*

Addendum Price	50 Vehicles per Month	100 Vehicles per Month	300 Vehicles per Month	Annual Earnings @ 300 Vehicles/Month
	Revenue / Gross Profit	Revenue / Gross Profit	Revenue / Gross Profit	Revenue / Gross Profit
\$199	\$9,950 \$7,450	\$19,900 \$14,900	\$59,700 \$44,700	\$716,400 \$536,400
\$299	\$14,950 \$12,450	\$29,900 \$24,900	\$89,700 \$74,700	\$1,076,400 \$896,400
\$499	\$24,950 \$22,450	\$49,900 \$44,900	\$149,700 \$134,700	\$1,796,400 \$1,616,400
\$699	\$34,950 \$32,450	\$69,900 \$64,900	\$209,700 \$194,700	\$2,516,400 \$2,336,400

*Based on VSB9U Cap Kit (\$800 Tire Repair & Replacement Coverage, \$2000+ "Total Customer Savings"). Dealer Cost \$56 with Loaner System.



Dealer Benefits

Why Tire Sales Matter More Than Ever and Why Yours Need to Improve:

- Tire Replacement Time is the ***Number 1 Point of Defection*** from Your Service Department.
- Tires Represent the Highest Cost of Vehicle Ownership after Fuel.
- Customers spend 5 ***TIMES MORE*** between 30K-60K miles than 0K-30K miles, but the average dealer loses over 65% of their customers by the time they reach 30K miles ... the average life of most passenger tires.
- When Loyal Service Customers Visit Your Showroom, they Close at 66% vs 8% of fresh “Ups.”
- Warranty RO’s are down over 50% since 2012.
- Replacement Tires are a \$38 Billion Dollar Annual Market.
- Tires Account for the Most Frequently Requested and Required Services.

**Air Filled Tires can
be Serviced Anywhere.
NitroFilled Tires Return
to YOU!**

Yet, New Car Dealers Combined to Sell Only 8% of all Replacement Tires Last Year.



Equipment Requirements

The following equipment is proposed to provide sufficient high purity nitrogen to satisfy *both* your vehicle conversion needs and your customers' ongoing "Top-Off" needs.

<u>Quantity</u>	<u>Equipment Description</u>	<u>Price Each</u>	<u>Sub Total</u>
1	NitroFill E-170 High Performance Generation and Conversion Station	\$8,995.00	\$8,995.00
1	Digital Nitrogen Analyzer	\$349.00	\$349.00
1	Point of Sales Kit	\$122.95	\$122.95
			\$9,466.95
TOTAL:			N/C*



*With commitment to preload NitroFill Tire Protection Plan on all new and/or used vehicles. Plan/Kit: VSB5. Dealer cost \$24 each