

# GET MORE COVERAGE! FEATURES!! SUPPORT!!!

- **ORO-TEK** sensors cover 97% of Vehicles on the road today!
- **ORO-TEK** offers 60+ SKUs
- **ORO-TEK** covers 70% of the market with just 6 SKUs
- **ORO-TEK** covers 100% of 433 Mhz applications
- **ORO-TEK** provides Online Re-Learn procedures (for sensor/ECU pairing)
- **ORO-TEK** provides Online Application Guide for all Make/Models including model year 2011
- **ORO-TEK** sensors function exactly like OEM sensors (no special tools required)
- **ORO-TEK** provides Jobber training
- **ORO-TEK** saves customers up to 70% over OEM sensors

**ORO-TEK** is your TPMS solution

[www.ORO-TEKUSA.com](http://www.ORO-TEKUSA.com)



**ORO-TEK**  
TPMS SENSORS



## Is your company ready for the TPMS market explosion?

Vehicles sold in 2007 =  
48 million TPMS sensors in 2011

Vehicles sold in 2008 =  
60 million TPMS sensors in 2012

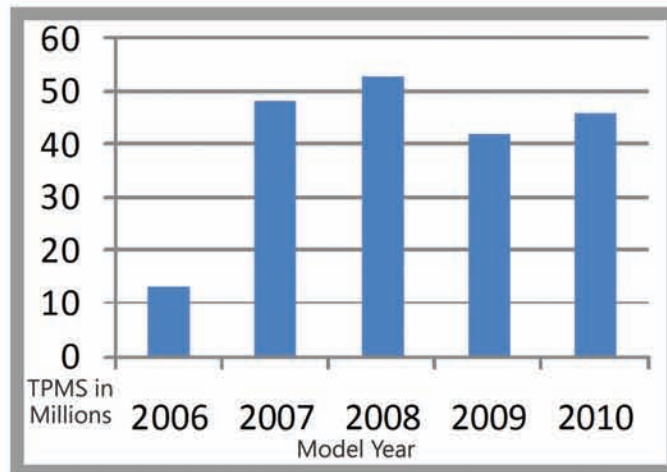


The TREAD Act of 2000, which precipitated the Ford/ Firestone recall, mandates that every vehicle sold in the U.S. with less than 10k GVWR after September 1 2007 must be TPMS compliant. Since you are a distributor or retail tire store you are poised to take advantage of a 3 billion dollar TPMS market explosion. That's why you need a TPMS supplier now who is already delivering superior products, outstanding training, and exclusive online resources; all while staying ahead of consumer demand.

## Opportunity Knocking

### Are you ready?

Almost every vehicle manufactured since September 1st 2006 is mandated to have TPMS sensors. The expected battery life for TPMS sensors is 5 years resulting in the consumer's need for service or replacement of the expired sensor. The TPMS industry, which is already profitable, is about to become very lucrative.



According to the government's TPMS TREAD ACT guidelines vehicle manufacturers were required to begin installing TPMS sensors in stages. Beginning with model year 2006 20% of the vehicles had to be TPMS compliant. In model Year 2007, 70% had to be TPMS compliant. After 2008 100% had to be TPMS compliant.

The chart above shows the expected usage of TPMS sensors based on battery life and model year. For instance in 2010, 13 million sensors were replaced due to battery failure alone: In 2011 - 48 million. After that 100% of the vehicles manufactured have TPMS sensors resulting in a demand for more than 50 million new sensors every year.

## Coverage

### Total Coverage

We offer 60 SKU's covering 97% of the vehicles on the road today.

### ORO-6 covers 70%

Just six of our revolutionary TPMS sensors covers an astounding 70% of the entire vehicle market. Retailers rely on the ORO-6 to meet the immediate TPMS demand and turn to distributors to cover the remaining 30%.

## Superior Products

All **ORO-TEK** sensors have the same fit and function as OE sensors. ORO-TEK sensors look identical, with the same sensor housing and bright alloy stem, resulting in consistent torque specifications across all applications.

### 2 Piece Design

All **ORO-TEK** sensors use a two-piece sensor/stem design. Should you need to service or replace a damaged stem, this saves your customer the expense of a full sensor replacement.



### Adjustable to 30°

All **ORO-TEK** sensors have a full 35° stem drop angle adjustment (from 5° - 40°). This is the most adjustable stem angle in the industry and it means more sales because we fit more wheels.

### Choice of Stem Style

Choose from a black stem or a bright polished alloy stem, perfect for chrome or polished alloy wheels.



## Training & Support

At the core of our business philosophy is the responsibility not to just sell TPMS sensors but to train everyone involved in our distribution channel to understand our revolutionary products, their applications, their installation and the complexities involved in dealing with every TPMS system they come into contact with. That's why we provide a certified training program.

Our Training program includes:

- Technical overview of all TPMS systems
- In-house distributor training
- In-field jobber training

We feel strongly that technical training is integral to our mutual success. We support your TPMS business from first contact all the way through the drive away of your valuable customer.

We have developed these systems to train your salesmen and teach your front line personnel how to identify potential TPMS issues upfront. In addition, we even have marketing tools to help drive customers to your door.

Since every car and light truck manufactured since September 1st 2006 has TPMS products that will need to be replaced, there is really no marketing challenge to convince your customers. The true challenge is in educating your customers. We provide specific marketing tools and programs to make it easy for you to start building a TPMS relationship with your customers; one that positions everyone involved to win.

## Sales Opportunity

### Dead Batteries

### Broken Sensors

### Wheel & Tire Packages

The cost of a new sensor is equal to, or less than, the labor to swap OE sensors and reset.

### New Tires

Satisfy your customer by avoiding multiple labor fees for mounting and balancing. Upgrade to **ORO-TEK** TPMS sensors when selling new tires.

### Seasonal or purpose sets

Earn customer loyalty by adding sensors to multiple sets of seasonal/snow tire and wheel packages. This results in lowering the cost of swapping OEM sensors and resetting twice annually.

## Exclusive Online Resources

We built the industry's single most comprehensive, state-of-the-art online Application Guide. Our knowledge base delivers all known re-learn procedures necessary for sensor to ECU pairing.



Use this tool to identify not only what sensor fits a particular vehicle but also as a cross reference to almost any sensor part number in existence. **ORO-TEK**, your TPMS partner!

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