



Distance  
Education  
Courses  
in Truck  
Selection  
and  
Application



## Train with Truck Marketing Institute

Graduates of TMI are confident in their product knowledge and ability to meet the requirements of the toughest applications and the most demanding fleet buyers.

Since 1964 more than 60,500 graduates of TMI have been trained in truck selection and application: The meaning of the terminology, the intricacies of the product and how to interpret product specifications.

## The Goal: Sales Professionals

TMI is a great way to expand and improve your sales force. Get new truck personnel up-and-running in a short time, and provide continuation training for truck specialists who need to stay ahead in a changing world.

## Gain Product Knowledge

A part of the Precision Truck Training course focus is truck fundamentals and procedures for truck selection and application. Another part is learning and applying product knowledge gained from the data book.

## The "Classroom" Comes to the Student

TMI students make the best use of their time. Correspondence courses allow them to stay on the job while completing flexible self-paced training using the printed Course IV textbook, or the optional "eBook" version available on a Compact Disk.

The 10-lesson Course IV covers medium-duty diesels and can be completed in as little as 50 hours of study time. Every student is a "class of one," tutored expertly by a TMI instructor, who critiques the test following each lesson. Test scores are normally returned within one business day after the test arrives by fax or mail.

CourseIV includes our Truck Data Digest, a valuable source of specifications for Class 5-6-7 diesel powered trucks sold in North America.

## Enrollments and Tuition

Enroll your employees any time throughout the year. Precision Truck Training Course IV is a vital investment in truck sales knowledge and the cost is reasonable—with no travel time or added expense.

Business sponsored enrollments are treated as company property. If a course is not completed for *any* reason the value of the "unused" lessons can be credited to enroll another employee.

**Your Satisfaction Assured:** Get a full refund if you are not satisfied. Simply return unused course materials within 30 days and we will cancel the invoice.

## TMI Course Information January 1, 2010

### PRECISION TRUCK TRAINING Course IV—Mid-Range Diesels

- **Lesson 1** Truck Weight Ratings: Classes and Groups, Chassis Types, Cab Types, Dimensions, Fuel Supplies and Costs.
- Lesson 2** Inflation, Diesel vs. Gasoline, Depreciation, Expense Deductions, Leasing, Financing.
- Lesson 3** Why Diesels are Fuel-Efficient, Engine Performance Terms and Measurements, Torque & Power, Inner Workings of Diesels, Engine Specifications, Engine Rebuildability.
- Lesson 4** Axle Ratio—Key to Truck Performance, Geared Speed Equations, Power Demands, Calculating Top-Gear Performance, How to Determine Net Power Required.
- **Lesson 5** Low Speed Performance, How to Gear for Gradeability, Transmission Ratios and Geared Speeds, How to Make a Shift Chart, Rear Axle Functions, Types and Gearing.
- **Lesson 6** Selecting the Best Driveline Combination, Transmission Types, Clutches and Prop Shafts Power Take-Offs.
- Lesson 7** Truck Weight Distribution, Body and Wheelbase Lengths, Guidelines for Gross Weight Distribution, Tractor-Semitrailer Weight Distribution and Dimensions.
- Lesson 8** GAWRs and GVWR, Frame Designs, Front & Rear Suspensions, Steering Systems, Choosing Tires, Tire Sizes & Dimensions, Tire Types, Wheels and Rims.
- Lesson 9** Brake Systems, U.S. FMVSS-121, Weight Transfer During Braking, Retarder Devices.
- **Lesson 10** Engine Temperature Control, Diesel Fuel Systems, Electrical Systems, Terms and Components, Special Bodies and Equipment, Final Result: The Right Truck for the Job.
- Lesson 10M** How to perform power, weight and cost calculations using metric formulas.

## A Full Line of Precision Truck Training

We offer courses to cover the entire truck spectrum. Each stands on its own—they don't have to be taken in sequence.



**Course I** is an ideal starter course for Chevrolet or GMC light truck sales personnel. Five lessons make specific versions provide technical training; product exercises use factory data.



**Medium Truck Basics.** Excellent introductory course to gain medium-duty truck knowledge. Course II is available in make specific versions as well as a General course ideal for fleet/leasing/purchasing personnel.



**Heavy Duty Models.** For sellers of heavy trucks, Course III is the complete "how to" training on specing out both straight trucks and also tractor-trailer combinations.



**Mid-Range Diesels.** Class 5-6-7 diesel market is the focus in Course IV. The 354 page textbook covers the latest in engine and drivetrain technologies. A great follow-up to Course II, ideal for anyone selling, purchasing or operating these vehicles.



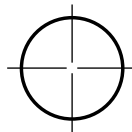
**LT-2: Light Truck Essentials.** Provides advanced training, ideal for Class 1-5 commercial and fleet work. General version for fleet/leasing/purchasing personnel. Make specific versions for Ford, Chevrolet, or GMC focused sales and purchasing.

## Enroll Today!

Truck professionals start with enrollment in TMI courses! Use the enrollment application, or call our Registrar **toll free at (800) 447-1251**; Fax (805) 684-2868. If outside the U.S. or Canada call us at (805) 684-4558.



**Truck Marketing Institute**  
 1090 Eugenia Place, Suite 101  
 Carpinteria, California 93013-2011  
 Ph: 805/684-4558 Fax 805/684-2868  
 www.tmitraining.com



**Precision Truck Training  
 Enrollment Application**

Enroll by Phone, Fax, or Mail

Call Toll Free 800/447-1251 (U.S. & Canada)

TUITIONS: EFFECTIVE JANUARY 1 – DECEMBER 31, 2010

TO: Registrar, Truck Marketing Institute  
 Please enroll and train the following employee(s) as  
 stated in the TMI Enrollment Agreement (below).

Total: US\$ \_\_\_\_\_ payable to: Truck Marketing Institute

Invoice my company; payable in 30 days.

Purchase Order Number: \_\_\_\_\_

Check/Bank Note enclosed, less 2% prepaid discount.

Payment by Credit Card:

VISA  MasterCard  American Express  Discover

CREDIT CARD NUMBER \_\_\_\_\_ / \_\_\_\_\_ EXPIRATION DATE

NAME ON CARD \_\_\_\_\_

CARD HOLDER'S SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

**USA or Canada** **Other Countries**

	US\$	US\$
LT-2 General <sup>▲</sup>	\$445	\$480
Course I	\$425	\$460
Course II	\$695	\$740
Course III	\$825	\$905
Course IV	\$795	\$855

Mark below to include optional Compact Disk with an Acrobat PDF eBook version of our textbook with the enrollment, add \$30. **NOT available for Course II.**

<sup>▲</sup> Make-specific LT-2 courses — Chevrolet, GMC and Ford — add \$50 per enrollment.

\*Courses II and III available in non make-specific General versions—product data information is not required — does require Truck Index, add \$40 per enrollment—Check box below.

TMI USE	Source	Date Enrollment Accepted
Bank	Check #	\$
Registrar	Invoice #	\$

Please typewrite or print

Check Courses Wanted

Mr.	Ms.	Miss	Mrs.	Enrollee Names	Email Address	LT2	I	II	III	IV
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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**TUITION DISCOUNT: Enroll five or more and deduct \$15 per student. For details, call our toll-free number.**

Yes, we would like \_\_\_\_\_ copies of the optional \$30 "eBook" version of the TMI textbook(s), in addition to the printed copy.

Please send General course with Truck Index, add \$40 per enrollment. Required for students without medium-duty (Course II) or heavy-duty (Course III) product data information.

Company / Dealership \_\_\_\_\_

Mailing Address _____	Dealer Code and Make _____	Field Office Location (if Applicable) _____
City _____	Sponsor's Name and Title (please print) _____	Sponsor's Email _____
State / Zip Code (Province/Mail Code) _____	Telephone _____	Sponsor's Signature and Date _____

## Enrollment Agreement

**PREREQUISITES.** Sponsor affirms that enrollee has a functional knowledge of English and arithmetic. Enrollment is intended for purposes of professional improvement.

**TUITION.** Includes a registration fee of US\$80 for LT-2 and Course I; US\$120 for Courses II, III and IV plus any TMI furnished textbook(s), California sales tax, grading services, revisions during the enrollment term, two-way postage for US and Canada enrollments and proof of successful completion for each qualified graduate.

**PAYMENT.** Tuition is payable with application or within 30 days of invoicing, or this agreement will be nullified and students disenrolled. TMI is not part of any tuition agreement between sponsor and named student.

**TEXTBOOKS.** Textbooks are for named student only. Unauthorized reproduction or reuse of the materials in any manner is prohibited.

**TRANSFERS.** Active status enrollment may be transferred with a charge based on the current tuition minus credits for unused exam services and the original textbook (if retained by sponsor).

**ENROLLMENT TERM.** Enrollment term is six months for LT-2 and Course I. Twelve months for Courses II, III and IV.

**INACTIVE STATUS.** Expired enrollments become inactive, but may be reactivated at no charge upon receipt of next exam.

**EXPIRATION.** Expiration notice will be sent to the sponsor prior to the end of the enrollment term. Course may then be extended, put on inactive status, transferred or held open for transfer to another employee.

**CANCELLATION.** Thirty calendar days or less after this application is signed, the enrollment may be cancelled and no tuition will be charged. Return course materials "postage due" to TMI.

Beyond thirty calendar days after the application is signed (and before end of the enrollment term) the course may be cancelled and a refund requested. Refund is a percentage of refundable tuition and is based on the percentage of exams completed (see table below). Refundable tuition is the original tuition minus the registration fee.

Percentage of Exams Graded	Percentage of Refundable Tuition
None.....	100%
10% .....	90%
11 to 25%.....	75%
26 to 50%.....	50%
51% or more .....	None

**CONFIRMATION.** Party responsible for tuition payment will receive a copy of the accepted Enrollment Application.