



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 61,000 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 the product specifications.

The Goal: Sales Professionals

TMI training expands and improves your staffs' knowledge. 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 world of continuous change.

Advanced Light Truck Training

Our five lesson LT-2 Chevrolet Course provides training above and beyond the basics of our introductory Course I. The LT-2 course fulfills the advanced training needs of dealership truck specialists. Course content is keyed to the diverse work trucks of the light truck market—from small business to major fleets with an emphasis on C3500 chassis-cabs. This training uses a two-tiered approach to learning: Our TMI-created Shadow line of trucks serve as precise examples for technical explanations. Then we follow up with product specific Chevrolet studies and testing that makes use of GM Online Order Guide.

The "Classroom" Comes to the Student

TMI students make the best use of their time. Correspondence training lets them stay on the job while completing flexible, self-paced training using the printed TMI textbook, or the optional "eBook" available on a CD.

An assigned TMI instructor tutors each student as a "class of one," and critiques the achievement test required for each of the five lessons. Test scores are often returned within one business day after the test arrives at TMI by fax or prepaid return envelope provided.

Enrollments and Tuition

Enroll employees anytime throughout the year. LT2 is a vital investment in Chevrolet light truck knowledge. The cost is reasonable—with no travel time or added expense.

Business-sponsored enrollments are treated as company property. Employer-paid tuitions are protected; if a student were to drop out, value of unused lessons becomes credit to enroll another employee.

PRECISION TRUCK TRAINING

Course LT-2—Chevrolet Light Truck Essentials

Lesson 1 Markets and categories of trucks and SUVs, Vehicle architecture, driveline types: 4x2, 4x4, AWD, Power teams, Engine types and design, Truck ratings: GVWRs and GVWs, Working with curb weight, payload capacity, Truck dimensions and abbreviations.

Lesson 2 Load Capacity, Frame Types and Strength, Suspension Systems, Types of Axles, Drive Gears, Differentials, Springs and Ratings, Shocks and Stabilizer Bars, Tires and Wheels; Construction, Tread Designs, Sizes, Load Ratings, Gross Axle Weight Ratings.

Lesson 3 The Three-Way Test: Obey the Limits, Weight Distribution in Percentages, Weight Distribution: Pickup, Full-Size SUV: Pushing the Limits, how to avoid Excesses. Weight Distribution Anomalies, Delivery Van, Body-Load CG to Rear Axle, Dump Trucks, Chassis-Cabs: The Body Connection, Equipment add-on Weights.

Lesson 4 Work, Torque and Power, Differences between Gas and Diesel Engines: Torque, Power and Operating Speeds. The Powertrain from Engine to Axle, Engine Speed at Road Speed, Harnessing Horsepower, Geared Speed, Choosing Axle Ratios, Automatic Transmissions, Manual Transmissions. Vehicle road speed: engine rpm, axle ratio, tire size and transmission ratios. Power losses, Grade Demands.

Lesson 5 Full- and Part-Time 4x4s, Locking Hubs and Differentials, Trailing, GVW, GTW and GCW, Tongue Weight, Load Distribution: Hitches, Trailer Classes, Towing Capacity, The Fifth-Wheeler, Truck-Trailer Performance, Altitude and Heat, Turbocharged vs Naturally Aspirated, Diesel and Gas Engines, Alternative Fuel Vehicles, Hybrid Gas-Electric Powertrains, Electrical & Cooling Systems, Steering, Brakes and Vehicle Control, PTOs, Fuel Economics, Gas or Diesel.

Appendix Tables: Weights and Measures/Metric Equivalents, Tire Load & Inflation, Tire-Axle Combinations & Engine Speeds, Rolling Resistance, Frontal Areas, Air Resistance, Grade HP Required, Road Surface Effects, Glossary: Truck Terms

A Full Line of Precision Truck Training

We also offer four other 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 lesson make specific versions provide technical training; product exercises use GM AutoBook.



Medium Truck Basics. Introductory course for medium-duty truck knowledge. Course II is available in a non-make specific version ideal for fleet/leasing/purchasing personnel. Also available as make specific training for International and Ford specializations.



Heavy Duty Models. For sellers or buyers, Course III is the complete "how to" course on spec'ing out Class 8 straight trucks and 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. Great follow-up to Course II, ideal for anyone selling or purchasing these vehicles.

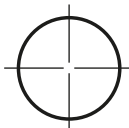
Enroll Today!

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.

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.



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, 2012

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 US\$	Other Countries US\$
LT-2 General [▲]	\$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.**

[▲] 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"/>
<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"/>
<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"/>
<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"/>
<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"/>

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. 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.