



**Distance
Education
Courses
in Truck
Selection
and
Application**

Chevrolet light-duty
Course I enrollments
are \$375 per student

**PRECISION TRUCK TRAINING
Course I — Chevrolet Light Trucks**

- **Lesson 1** The Light Truck Market, Truck Size Categories, Incomplete and Special Models, Chassis Drive Types, The Chevrolet Model Code System.
- **Lesson 2** Getting to know your product source, Equipment packages, Truck weight ratings and weights, Dimensions, Electrical.
- **Lesson 3** Weight Distribution—Simplified! Body and Payload Distribution, Load Capacity, Frame Strength, Chassis Components, Gross Weight Ratings.
- **Lesson 4** Fundamentals of Truck Performance: Engine Considerations, Torque, Horsepower, Axle Ratios, Transmissions, Power Losses, Power Demands, Fitting the Pieces Together.
- **Lesson 5** Selling Sport Utilities, Off-Road Performance, Bad Roads, Gradeability, Trailering, Tongue Weight Distribution, Pulling Capacity, Power Demands, Fifth Wheel Trailer Hitches.
- **Appendix** Weights & Measures; Metric Equivalents, Tires: Load and Inflation Data, Tire-Axle Combinations & Engine Speeds, Frontal Areas of Light-Duty Trucks, Air Resistance Net Horsepower Requirements, Grade Net Horsepower Requirements, Road Surface Effects on Performance, Glossary—Light-Duty Truck Terms.
- **Index** Subjects and Terms

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 62,850 graduates of TMI have been trained in truck selection and application: How to spec trucks — the meaning of the terminology, the intricacies of the product, and how to interpret and compare 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 world of continuous change.

Course I: Chevrolet Product Knowledge

A part of the Precision Truck Training course focus is truck fundamentals and procedures for truck selection and application. In Course I, students then learn and apply knowledge gained using their choice of online GM product reference sources. Students study and are tested on current Chevrolet product information, and the performance of SUVs, crossovers, pickups and vans.

The “Classroom” Comes to the Student

TMI students make the best use of their time. Through distance study, your personnel stay on the job while completing flexible self-paced training using the printed TMI Chevrolet Course I textbook, or the optional *eBook*, and online GM product reference.

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, email, or a prepaid envelope.

Enrollments and Tuition

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

Business sponsored enrollments are treated as company property. If an active 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.

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.

I COURSE

REVISED FOR 2019 **Course I: Chevrolet Light Trucks.**

Developed for Chevrolet sales personnel, Course I is product and technical training in every aspect of light trucks. About 15 hours of study time is typically needed to complete this 5-lesson course. Product exercises make extensive use of a preferred online product reference source: **GM AutoBook**, **Chrome Data Carbook Fleet Edition**, or **The Online Order Guide**.

LT-2 COURSE

LT-2: Light Truck Essentials. Provides advanced training, ideal for Class 1-5 commercial and fleet work. Our TMI created Shadow line of trucks serve as precise examples for technical explanations, fully representing the current mix of Class 1-5 trucks sold in North America.

II COURSE

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

III COURSE

Heavy Duty Models. Course III gives complete coverage of Class 8 straight truck and tractor applications. Ask about the General course using the Diesel Truck Index, or the make specific versions available.

IV COURSE

Mid-Range Diesels. Class 5-6-7 diesel market is the focus in Course IV. 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 and mail or fax to (805) 684-2868. Or call our Registrar **toll free at (800) 447-1251** or (805) 684-4558.



Truck Marketing Institute ■ 1090 Eugenia Pl. ■ Carpinteria, CA 93013
Tel: 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**

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 _____

Tuitions Effective January 1–December 31, 2019

	USA or Canada	Other Countries	2019 TUITIONS IN US\$
Course I	\$ 375	\$ 410	
LT-2	\$ 395	\$ 430	
Course II •	\$ 695	\$ 740	
Course III •	\$ 825	\$ 905	
Course IV	\$ 795	\$ 855	

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

• Courses II & III available in non make-specific General versions—product data source 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.	Enrollee Names	Email Address	I	LT2	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"/>

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.
Company / Dealership _____

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.

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

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.