

*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 61,500 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 the 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 world of continuous change.

## GMC 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 knowledge gained from GM AutoBook.

## 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 TMI GMC Course I textbook, or the optional “eBook” available on a Compact Disk.

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 envelope provided.

## Enrollments and Tuition

Enroll employees any time throughout the year. 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 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.

## PRECISION TRUCK TRAINING Course I—GMC Light Trucks

- **Lesson 1** Getting to Know GMC Trucks: Types, Terms, Ratings, Weights.
- **Lesson 2** Model Familiarization: Body, Engine Option Codes, Trim and Paint Codes, GM AutoBook, Preferred Equipment Groups.
- **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.

## 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.



**GMC Light Trucks.** Developed specifically for GMC sales personnel, Course I is year 2011 product and technical training in every aspect of light trucks, as described above for the five lessons. Product exercises make extensive use of GM AutoBook.



**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 Ford and International specializations.



**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.



**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.



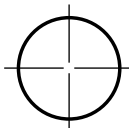
**LT-2: Light Truck Essentials.** Provides advanced training, ideal for Class 1-5 commercial and fleet work. General version for fleet/leasing/purchasing personnel. Make specific versions for Ford, Chevrolet, or GMC focused sales and purchasing.

## 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, 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	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.

<sup>•</sup> 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.

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.