



International Marketing, Inc.

Professional Arts Building • Suite C • P.O. Box B • Chambersburg, PA 17201
Toll Free 800-233-7086 • Telephone 717-264-5819 • Fax 717-264-5483



TPMS COMPATIBLE AND TMC COMPLIANT

Attention: Valued Users, Retailers and Distributors

Date: August 20, 2008

Regarding: Use of EQUAL with Tire Pressure Monitoring Systems (TPMS) and Technology & Maintenance Council (TMC) Recommended Practices

International Marketing, Inc. is pleased to call your attention to two facts: one is a reminder and one is a recent recognition.

As a reminder, **EQUAL is compatible with tire pressure monitoring systems (TPMS).** Attached are two letters from TPMS manufacturers validating the compatibility of EQUAL and this technology. While only a very small percentage of heavy-duty trucks currently use TPMS, experts expect growing usage in the years ahead. EQUAL has been years ahead of this trend and is well-prepared as more heavy duty trucks are equipped with TPMS.

The Technology & Maintenance Council (TMC) of the American Trucking Associations has a long history of leadership in setting industry standards for equipment specifications and maintenance practices that improve performance and safety. Recently, the TMC released the *Radial Tire & Disc Wheel Service Manual* which formally recognized the advantages of “internal balancing/vibration reduction materials,” including vehicle ride improvements and reducing the need to re-balance wheel assemblies. This new publication offers guidance for selecting internal balancing/vibration reduction materials such as ensuring that the material is chemical compatible, non-abrasive and non-absorbent. **EQUAL meets all of the TMC recommended criteria for internal balancing/vibration reduction materials. Furthermore, the *Radial Tire & Disc Wheel Service Manual* states, “proper balancing of tire assemblies will increase tire life.”**

EQUAL is the leading ride improvement compound used globally and the most popular balancing compound in the US with tens of millions of applications since its release in 1991. IMI is very pleased to have the TMC affirm the compelling reasons for using EQUAL. The *Radial Tire & Disc Wheel Service Manual* can be purchased at <http://www.truckline.com/store/>.

IMI encourages all of its partners to leverage this information in expanding the usage of EQUAL – a proven solution to tire and wheel vibration in heavy duty trucks.