

# News Release

International Marketing Inc. • Professional Arts Building, Suite C, 25 Penncraft Ave.  
Chambersburg, PA 17201 • (800) 233-7086 • www.imiproducts.com



FOR IMMEDIATE RELEASE

CONTACT: David Shoffner  
(717) 234-8886 ext. 154  
dshoffner@pavone.net

## **AS LEAD-FREE LEGISLATION LOOMS, IMI DEVELOPS 'XACT'LY WHAT FUTURE OF TIRE INDUSTRY NEEDS**

*Self-adjusting weight works with standard equipment, provides true dynamic balance*

CHAMBERSBURG, Pa. – In an era of custom, high performance tire and wheel packages on today's vehicles as well as an increased consciousness of the environment, traditional lead weights do not fit the bill.

To solve this dilemma, Pennsylvania-based International Marketing, Inc. (IMI) has developed XACTBalance, the first lead-free, dynamic wheel weight made for all types and sizes of wheels. Put simply, it represents a new dynamic in tire/wheel balancing.

The product can be installed using standard tire balancing equipment and features adhesive tape that allows for repositioning prior to being firmly and permanently pressed into place. Though this adhesive backing is a step up from other tape-on weights, the heart of XACTBalance lies in the dynamic media housed within its thermoplastic shell. This media moves and adjusts to changing conditions as the tire rotates, targeting the exact location of the imbalance and correcting it. The result is a more precise and long-lasting balance.

"We're seeing more car owners that care a great deal about the performance and appearance of their vehicle," said IMI President Bob Fogal, Jr. "We're also seeing tire dealers who are looking for ways to provide the most accurate balance possible for customers with high-end or even traditional tire and wheel packages – and that's what XACTBalance delivers."

Though lead-free alternatives like tin, steel and zinc do exist, none offer the added benefit of being able to adjust to changes in tire and wheel dynamics in order to provide a more precise balance for the life of the tire. Clip-on weights are also incompatible with the increasing numbers of flangeless wheels found on many of today's performance-based tire and wheel packages.

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## ***p.2 – XACT represents future of tire balancing industry***

### **GET THE LEAD OUT**

As the issue of lead weights continues to prove itself as a hot-button issue, lawmakers around the world are taking notice. In the spring of 2004, European legislators enacted a ban on lead wheel weights that took effect in July 2005. The law was rooted in statistics that claim as much as 13 percent of lead weights fall off vehicles each year as well as numerous reports of human health risks posed after weights are introduced into the environment.

Shortly after the European legislation was passed, Minnesota announced its own program to phase out lead weights on all state fleet vehicles. At the same time, the city of Ann Arbor, Michigan also implemented a lead-free program. In response, several automotive manufacturers – including Toyota, Subaru and Honda – have made lead-free weights an OE feature on all new vehicles.

“At the rate automotive technology and industry trends are progressing, alternatives to lead weights will become necessary,” said Fogal, referencing the anti-lead legislation already looming in the nation’s capital. IMI has long been a leader in the trend toward alternative balancing methods as the developer of EQUAL, a dry granular tire-balancing product formulated for heavy-duty truck tires that has become an industry standard in trucking fleets around the world.

XACTBalance will be launched nationally at the upcoming SEMA Show at the Las Vegas Convention Center on November 1-4. Attendees can visit the IMI booth (43509) for product samples and demonstrations. For more information about IMI or XACTBalance, contact IMI at 800.233.7086.

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International Marketing Inc. (IMI), founded in 1973 in Chambersburg, Pa., develops and markets automotive and trucking maintenance products and equipment worldwide. For more information about IMI or XACTBalance call 1-800-233-7086.