



220

## TIRE BASICS

**STEVE SHAW UNIVERSITY**







esv



# OBJECTIONS

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# CREATE THE NEED

**SELLING**

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**VS**



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**BUYING**

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WHICH IS BETTER **BUYING OR SELLING**

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# BUYING MOTIVES

## FEAR OF LOSS

\_\_\_\_\_ %

AVERAGE CLOSING  
RATIO \_\_\_\_\_ %

## HOPE FOR GAIN

\_\_\_\_\_ %

\_\_\_\_\_ + \_\_\_\_\_ = SALE





# HOW TO...

## 2 PHRASES THAT CREATE THE NEED

**1.**

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**2.**

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# 3 STEPS TO BUY

**1.**

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**2.**

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**3.**

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# CLOSING APPROACH

**SIMPLE**

**YES / NO**

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**ASSUME THE SALE**

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**OPTIONS - EITHER OR**

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# NOTES

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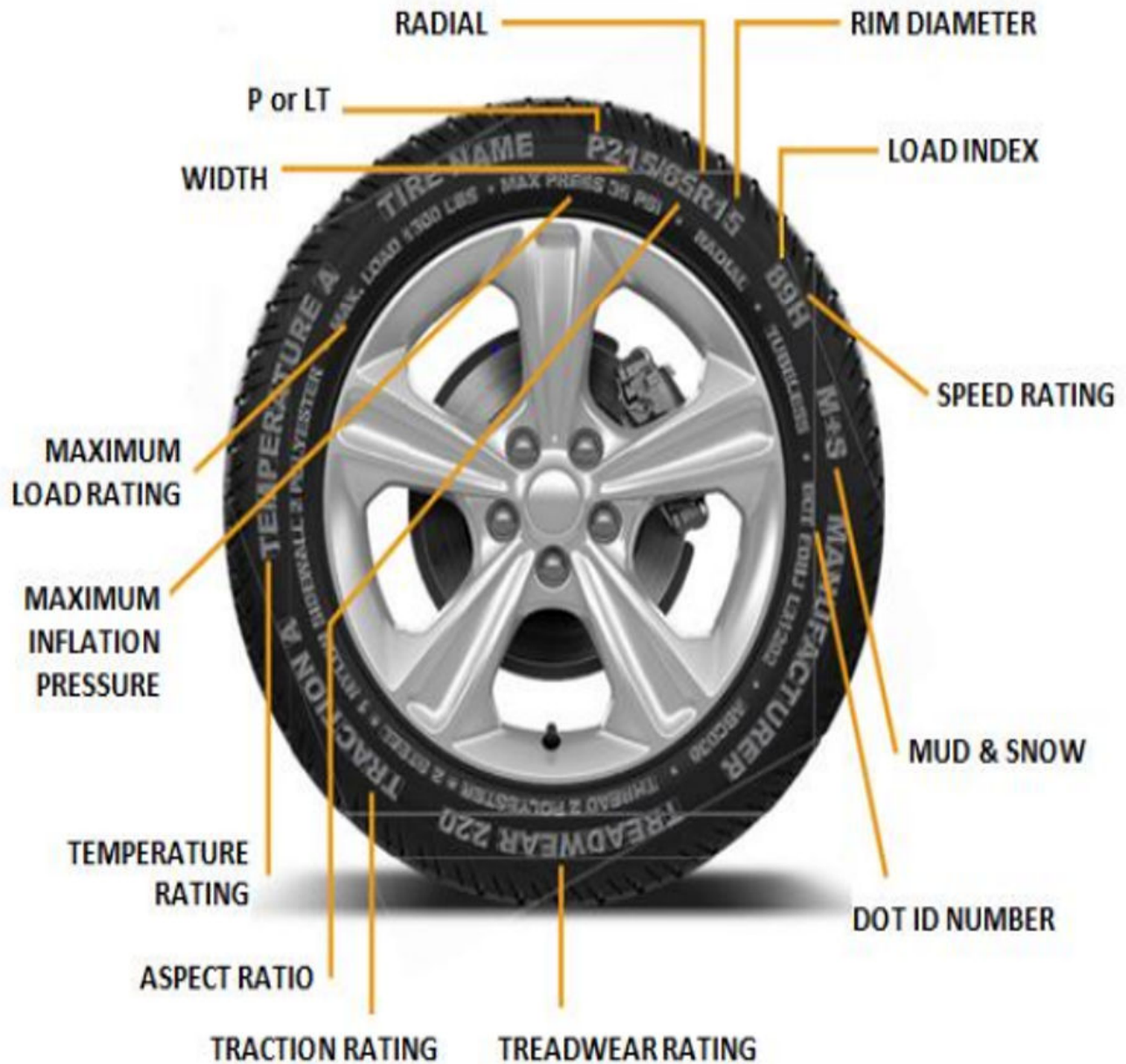
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# TIRE BASICS





# TIRE SIZE

## **P215 / 65R15 89H**

**P: P-Metric (passenger) / LT – Light Truck**

**215: Section width in millimeters (MM)**

**65: Sidewall aspect ratio or ‘% of the section width’**

**R: Radial design**

**15: Wheel diameter in inches**

**89: Load rating**

**H: Speed rating or Performance Rating**

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# LOAD INDEX

## The Load Index is defined as:

The load index tells you how many pounds a tire can safely carry. Multiply the load carrying capacity by the number of the tires on the trailer.



Load Rating	(lbs.)		Load Rating	(lbs.)
71	761		91	1356
72	783		92	1389
73	805		93	1433
74	827		94	1477
75	853		95	1521
76	882		96	1565
77	908		97	1609
78	937		98	1653
79	963		99	1709
80	992		100	1764
81	1019		101	1819
82	1047		102	1874
83	1074		103	1929
84	1102		104	1984
85	1135		105	2039
86	1168		106	2094
87	1201		107	2149
88	1235		108	2205
89	1279		109	2271
90	1323		110	2337

**LOAD RANGE 89** \_\_\_\_\_ X \_\_\_\_\_ = \_\_\_\_\_





# PERFORMANCE RATING

## SPEED RATING | PERFORMANCE RATING

	MAXIMUM SPEED		TYPE / VEHICLE TYPE
<b>L</b>	 75mph	120 km/h	 Off-Road & Light Truck Tires
<b>M</b>	 81mph	130 km/h	 Temporary Spare Tire
<b>N</b>	 87mph	140 km/h	 Temporary Spare Tires
<b>Q</b>	 99mph	160 km/h	 Winter 4x4
<b>R</b>	 106mph	170 km/h	 Heavy Duty Light Truck
<b>S</b>	 112mph	180 km/h	 Family Sedans & Vans
<b>T</b>	 118mph	190 km/h	 Family Sedans & Vans
<b>U</b>	 124mph	200 km/h	 Sedans & Coupes
<b>H</b>	 130mph	210 km/h	 Sport Sedans & Coupes
<b>V</b>	 149mph	240 km/h	 Sports Cars
<b>Z</b>	 149+mph	240+ km/h	 Sports Cars
<b>W</b>	 168mph	270 km/h	 Exotic Sports Cars
<b>Y</b>	 186mph	300 km/h	 Exotic Sports Cars
<b>(Y)</b>	 186+mph	300+ km/h	 Exotic Sports Cars



# TIRE MAINTENANCE

## WHAT WE REALLY NEED TO KNOW

1. \_\_\_\_\_

2. \_\_\_\_\_

1 of \_\_\_\_\_ TIRES REQUIRE REPLACEMENT

## RULE OF THUMB

\_\_\_\_\_  
\_\_\_\_\_

\$ 1.00 IN TIRE SALES = \_\_\_\_\_ RELATED SALES

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_





# PROPER TIRE MAINTENANCE

1. \_\_\_\_\_

2. \_\_\_\_\_

## TIRE MANUFACTURERS REQUIRE ANNUAL SERVICE

1. **ROTATION** \_\_\_\_\_

\_\_\_\_\_

2. **BALANCE** \_\_\_\_\_

\_\_\_\_\_

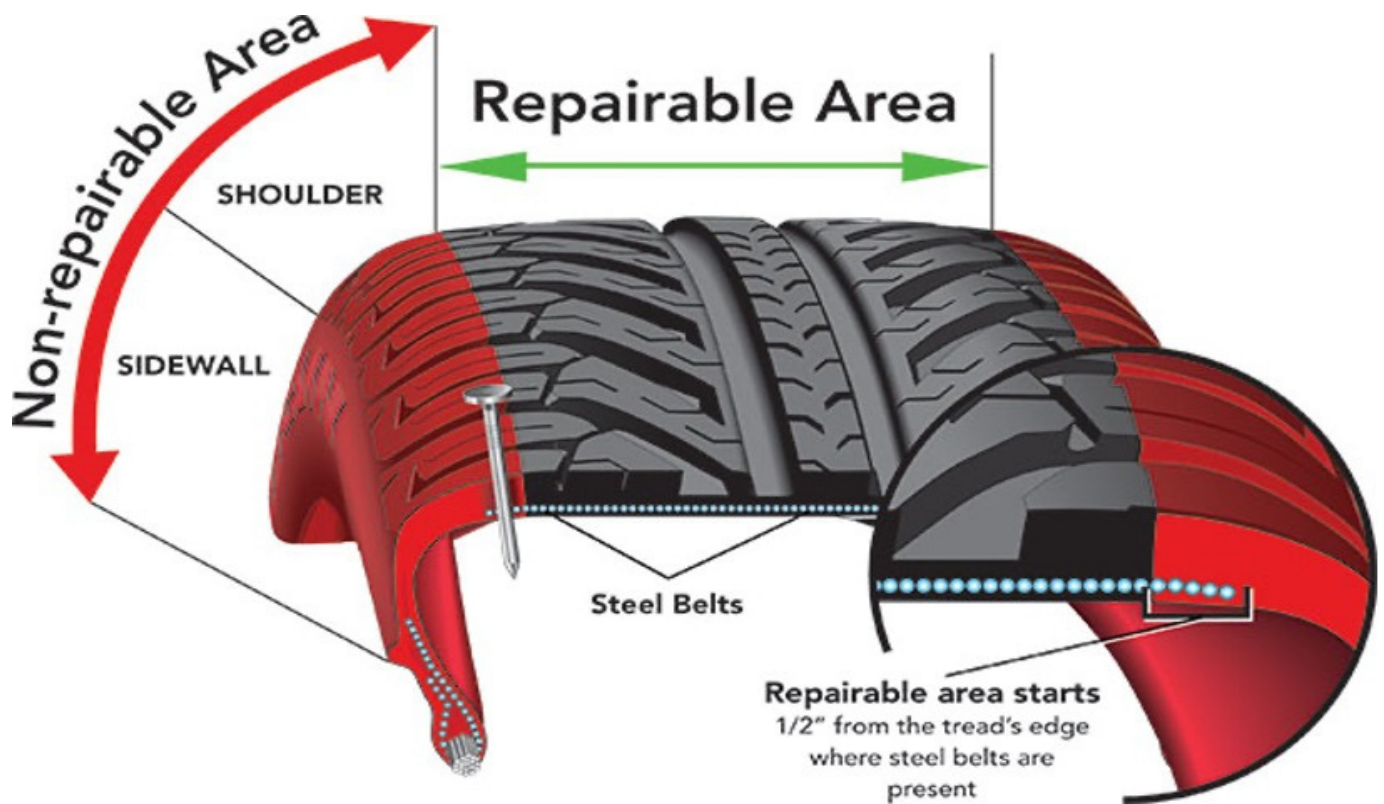
3. **ALIGNMENT** \_\_\_\_\_

\_\_\_\_\_



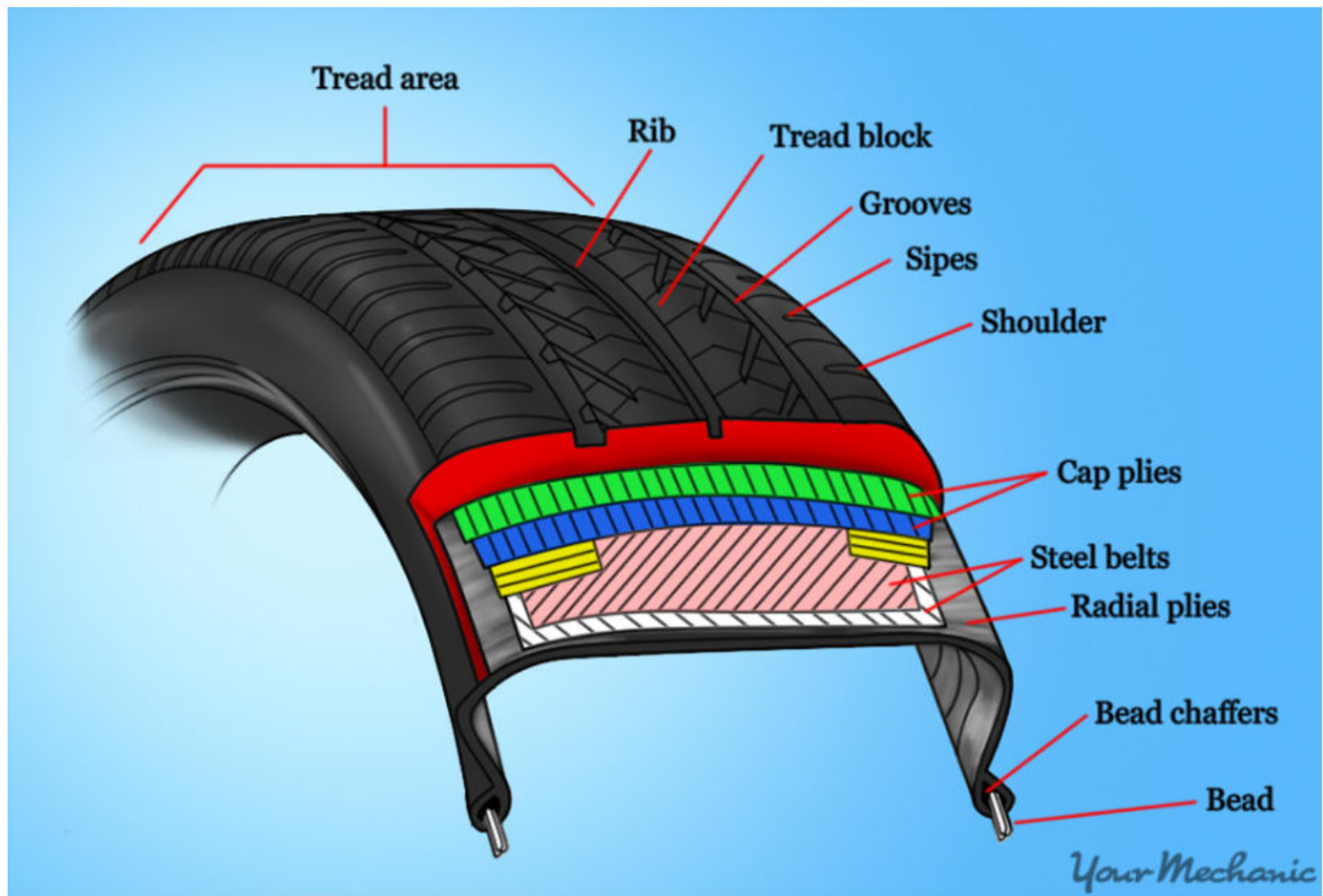


# TIRE REPAIR





# COSTCO VS DEALER



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# US VS THEM

## DISCOUNT TIRE OFFERS

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## WE OFFER

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# NOTES

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# BUYING TIRES

## 1. REQUIRES ATTENTION

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## 2. FAILS INSPECTION

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## 3. OPTIONS - PRICE

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## OPTIONS - CLOSE

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# NOTES

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# CONTACT

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