

# NEWS RELEASE

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FOR IMMEDIATE RELEASE

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## **EQUAL: IT'S ABOUT TIME!**

*20-years after its introduction, the world's most popular internal tire balancing compound achieves new heights*

CHAMBERSBURG, Pa. – EQUAL, the first product of its kind, continues to gain new ground 20 years after it first was released to help fleets improve vehicle ride quality, extend tread life and eliminate the time and expenses associated with conventional truck tire balancing.

***It's about time*** – The time (and expense) of spin-balancing a truck tire can be summed up in one word: wasteful. EQUAL, specially-formulated plastic particles, comes in an easy-to-use drop-in bag that takes seconds to install while mounting the tire. EQUAL categorically outperforms spin balancing by delivering self-adjusting balance and vibration dampening through the entire tread life of the tire (truck tires can lose 20 lbs or more of tread rubber while in service, affecting balance requirements).

***It's about time*** – Better vibration reduction leads to extended take-off mileages. This means fleets enjoy more time with tires on vehicles, more time between tire purchases, and money in their wallets.

***It's about time*** – The world is waking up to the dangers of lead and with the onslaught of lead-free balancing materials coming to market, EQUAL holds the position as the original environmentally-safe, lead-free solution to ride improvement.

***It's about time*** – The latest instructional materials from Technology & Maintenance Council (TMC) of the American Trucking Associations (*Radial Tire & Disc Wheel Service Manual*) and the Tire Industry Association (TIA) (*Commercial Tire Service Manual, Module 14*) recognize the use of balancing compounds, the category created by EQUAL.

***It's about time*** – More fleets are recognizing the benefits of balancing all wheel positions and turning to EQUAL. More and more as fleets seek to improve efficiency in an environmentally responsible manner, they chose EQUAL for their steers... and drive tires, too.

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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 EQUAL call 1-800-233-7086.