

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Lead and toxins are out ... profits are in ***A wide range of options help tire service centers, end users and the environment***

CHAMBERSBURG, PA – Moving away from lead wheel weights doesn't have to be more expensive and less convenient. International Marketing Inc. (IMI) offers a variety of alternatives to lead weights that deliver superior performance while eliminating the use of harmful materials. IMI products "get the lead out"™ and generate improved customer satisfaction and profits. Getting the lead out has always been good for the environment but it's even better for the bottom line.

IMI's leadership in delivering superior performance with environmental responsibility spans decades in the heavy duty truck market. Since 1989, IMI has offered EQUAL, the world's most popular balancing compound and a superior vibration reduction alternative to lead weights for heavy duty trucks. EQUAL helps users get more miles out of their tires and a smoother ride by absorbing vibrations. Vibrations are wasted energy – eliminating vibrations is not only good for longer tread wear, it helps the fuel efficiency. And, because EQUAL goes inside the tire, it performs for the life of the tire, meaning no re-balancing during rotation, saving time, energy, fuel and money.

In instances when an internal balancing compound cannot be deployed, IMI's newly introduced **XACTBalance-180s** deliver a better ride and proven fuel economy benefit. XACTBalance-180s are affixed to the wheel, last the life of the wheel (and tire changes on that wheel) and contain free-moving steel particles that adjust to changing conditions. Specifically designed for customers that use "balance-rings," XACTBalance-180s deliver superior vibration reduction with no lead or mercury.

For the heavy duty truck and automotive market, IMI first introduced **XACTBalance** at the 2005 SEMA Show and since then tire centers all over the world have been giving their customers a better ride. XACTBalance is an adhesive wheel weight containing steel particles that shift and adjust for changing conditions such as tread wear, temperature, load, and speed. XACTBalance's ability to adjust results in vibration reduction and ride smoothness not possible with solid wheel weights.

At the 2008 SEMA Show, IMI introduced the low-profile version of the award-winning wheel weight – enabling tire centers to use XACTBalance on even more vehicle configurations. Tire centers will find more green than expected: getting rid of comeback complaints and delivering superior performance with a product that also can be up-sold for new profits. The product is applied just like other adhesive wheel weights using existing balancer equipment.

IMI also offers **XACTCleaner®**, a cleaning agent powerful enough to scrub the dirtiest wheel clean (essential for installing adhesive wheel weights) with a special formulation that makes it non-toxic and biodegradable. Using XACTCleaner with XACTBalance ensures the best balance with the most environmentally responsible installation method.

Beyond conserving tires, IMI helps commercial fleets maximize the life of their steel wheels with its **Wheel and Rim Refinishing System® (WRRS)**. IMI's WRRS uses contained booths, minimal surface impression and infrared ovens to produce the industry's best finishes with less materials and energy. The average WRRS pays for itself in under two years by delivering top refinishing quality with superior energy and materials conservation – keeping cost of operation low and steel truck wheels on the road rather than in the junkyard.

IMI began 35 years ago and offers a wide range of products that help tire centers build their business and enable drivers to experience superior ride quality. Contact IMI today to learn more about solutions that are better for the environment and simultaneously build your business while delivering superior performance to the end user. Call (800) 233-7086 or visit www.imiproducts.com.