



CASE STUDY

PETE'S ROAD SERVICE, INC.: REDUCED VIBRATION IN 17.5 AND 19.5 TIRES



BACKGROUND

Pete's Road Service, Inc.

- 9 drive-in locations
- Services Southern California

CHALLENGES

- Meeting strict California regulations against lead weight balancing
- Effectively balancing 17.5 and 19.5 tires
- Reducing vibration and improving driver comfort
- Fast and easy wheel-end balancing installation

Locally Owned. **Customer Focused.**

Pete's Road Service, Inc. is a family owned and operated tire dealer specializing in tire and mechanical service for trucks, RV's, forklifts, and construction equipment in Southern California. Pete's offers tire services including retreading and mechanical services and prides itself in growing from a single shop in Anaheim, CA to a multi-location company dedicated to servicing the challenges its customers face each day.

Searching for **Reliable Solutions.**

Several years ago, California passed legislation to regulate and forbid using lead in many applications - including wheel weights. While trying to source an alternative wheel-end balancing solution for its customers, Pete's Road Service, Inc. ran into a number of roadblocks.

After testing wheel-end balancing with zinc wheel weights, Pete's found that the weights did not install properly or easily. Pete's then chose to balance internally because the solution would be adaptive and balance for the life of the tire. However, Pete's found competitive internal balancing solutions to be ineffective in 17.5 and 19.5 tires, particularly at highway speeds.

IMI'S SOLUTIONS

- *FLEXX, IMI's adaptive wheel-end balancing solution with DUAL FORCE technology*

PETE'S ROAD SERVICE INC.'S RESULTS

- *Complete compliance with California regulations*
- *100% customer satisfaction with wheel-end balancing*





OUTCOME

Improved vibration reduction in 17.5 and 19.5 tires for full customer satisfaction.

IMI + PETE'S ROAD SERVICE, INC.

THE SOLUTION

FLEXX - IMI's adaptive wheel-end balancing solution with DUAL FORCE technology

FEATURES

- Offers adaptive responsivity on the road
- Includes vibration reducing technology
- Installs easily to maximize productivity



Competitive internal balancing: falling short

According to General Manager Jim Van Horn, after testing a competitive internal balancing solution, "Brand C", Pete's Road Service, Inc. found "we could not use Brand C in 17.5 and 19.5 tires. After Brand C installation, the customers would leave, only to come back with ride complaints. We tried several different things to get the product to work, but could never reliably fix the ride complaints."

Solving wheel-end vibration challenges

After IMI Territory Manager David Calzada introduced FLEXX to Pete's Road Service, Jim decided to test FLEXX in the 17.5 and 19.5 tires. The result: a dramatic improvement from Brand C and a faster, easier installation than spin balancing.

"I decided to try FLEXX - HUGE difference! Not only was the ride good at freeway speeds, but the vibration was completely gone at all speeds."

- Jim Van Horn, General Manager

Added service in team support

Pete's Road Service has experienced 100% customer satisfaction with FLEXX, and its sales team is enjoying the relationship as well. According to Jim, "the best part is that I'm back up to the 1400 unit-sales range in my stores with no complaints from my customers or sales team. I am pleased with FLEXX and with David Calzada as my rep. David has spent a lot of time winning back the business and following up through training my people."

