

Tire Pass

Benefits

- Program is likely to catch a potential tire failure before it happens on the road.
- No wait time since inspection happens while the truck is fueling
- Provides real time accurate updates on each tire to aid in tire purchase decisions.
- Dedicated Tire Pass lane which is typically the lane with the least wait time. (Think TSA Precheck.)
- Properly inflated tires will improve your MPG (miles per gallon), thus saving on fuel costs.
- Can be purchased individually or as a subscription rate (price varies).
- If this program saves you one blow out a year, it more than pays for itself.

Objections

- The first time takes longer because of the registration process.
- My driver sees the gate down and assumes the lane is not open.
- My driver hits the call button and no one came out for 10 minutes.
- I let my driver do the inspection every morning and that is free.
- I already installed psi gauges on the tractor.
- My driver(s) thinks you are just trying to sell them a tire.
- I don't know how to quantify the price.

