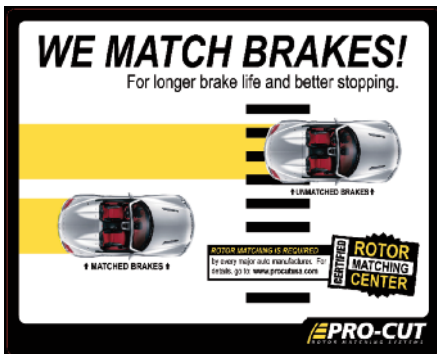
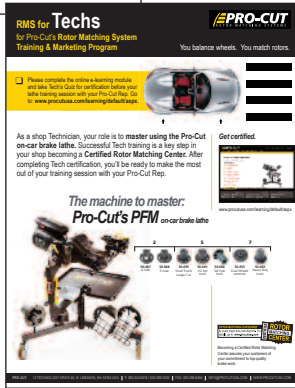
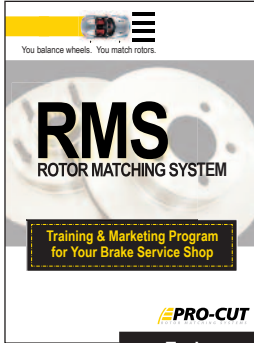


You balance wheels. You match rotors.

# NEWS

FOR IMMEDIATE RELEASE: 10/1/09



## PRO-CUT DEVELOPS ROTOR MATCHING SYSTEM (RMS) SALES KIT

West Lebanon, NH

Pro-Cut has designed and launched a complete training and marketing kit that guarantees brake service profits and customer satisfaction while training techs in the best brake service methods on the market.

The RMS Training and Marketing Program starts with the equipment, covers comprehensive training and certification, and includes point-of-sale marketing materials to show customers the value of rotor matching. Certified Rotor Matching Centers are listed on the Pro-Cut website, showing customers the shop's commitment to top-quality brake service.

The RMS kit is customized to the shop team: Shop Managers, Service Advisors, and Techs learn to track on-car brake lathe accuracy, performance, and profitability. Effective customer communication and point-of-sale techniques are also covered.

"Given our new focus toward the independent market, we needed to have the tools to help them sell a Pro-Cut brake job to their customers," said Geoff Womer, Product Manager and Project Manager for RMS kit development. "We want to effectively deliver not just a premium piece of shop equipment, but a turn-key profit center. We're excited about the RMS kit and what it means for the profitability of brake repair in the future."

Pro-Cut International is the world leader in on-car brake lathes. The company is located in West Lebanon, NH.

For more information visit [www.procutusa.com](http://www.procutusa.com) or contact Geoff Womer @ 800-543-6618, Ext. 124.