

# GET MORE

MORE COVERAGE!  
MORE FEATURES!!  
MORE SUPPORT!!!

- **iORO** covers 70% of the market with just 1 SKU
- **ORO-TEK** sensors cover 97% of Vehicles on the road today!
- **ORO-TEK** offers 60+ SKUs
- **ORO-TEK** covers 100% of 433 Mhz applications
- **ORO-TEK** provides Online Re-Learn procedures (for sensor/ECU pairing)
- **ORO-TEK** provides Online Application Guide for all Make/Models including model year 2011
- **ORO-TEK** sensors function exactly like OEM sensors (no special tools required)
- **ORO-TEK** provides Jobber training
- **ORO-TEK** saves customers up to 70% over OEM sensors

**ORO-TEK™** is your TPMS solution

[www.ORO-TEKUSA.com](http://www.ORO-TEKUSA.com)



**ORO-TEK™**  
TPMS SENSORS



## One sensor covers 70%.



**iORO™**  
MULTI VEHICLE PROTOCOL





Patent pending Multi Vehicle Protocol (MVP) technology is here. One sensor is all you need to cover 70% of ALL VEHICLES not just Ford, Chevy and Chrysler.

## MVP TECHNOLOGY

### iORO 001

Our first iORO sensor covers an astounding 70% of the entire vehicle market; not just Ford, Chevy and Chrysler. That means that you can service most customer TPMS systems with just one iORO sensor.

### iORO 002

Our second sensor with MVP technology covers most 433 Mhz Apps including BMW.

### Total Coverage

Our compliment of sensors work exactly the same as OE sensors. ORO-TEK covers 97% of the TPMS vehicle market.

### No New Tools

iORO sensors work with your existing tools so you don't have to buy any additional expensive tools, spend extra time training or upgrading software. Other sensors just don't make it that easy.

### Plug-n-Relearn

Just install the sensor, inflate the tire and iORO is set to be relearned.



## FEATURES

### 2 Piece Design

iORO sensors use a two-piece sensor/stem design. Should you need to service or replace a damaged stem, this saves your customer the expense of a full sensor replacement.



**Adjustable to 35°**  
iORO sensors have a full 35° stem drop angle adjustment (from 5° - 40°). This is the most adjustable stem angle in the industry and it means more sales because we fit more wheels.

### Choice of Stem Style

Choose from a black stem or a bright polished alloy stem, perfect for chrome or polished alloy wheels.



## RESOURCES

We built the industry's single most comprehensive, state-of-the-art online Application Guide. Our knowledge base delivers all known re-learn procedures for sensor to ECU pairing.



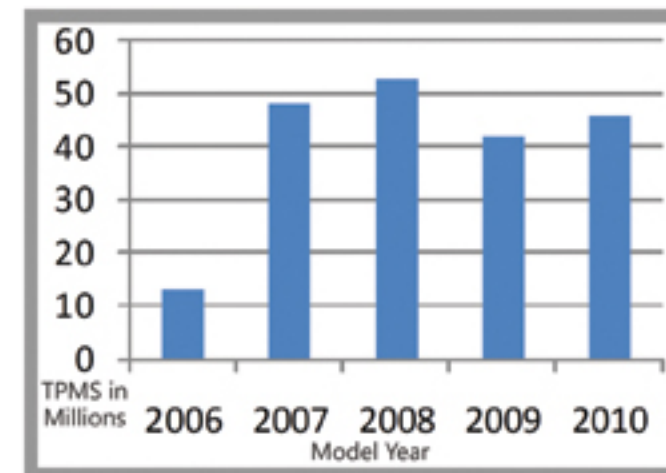
Use this tool to identify not only what sensor fits a particular vehicle but also as a cross reference to almost any sensor part number in existence. **ORO-TEK**, your TPMS partner!

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## OPPORTUNITY KNOCKING

### Are you ready?

Almost every vehicle manufactured since September 1st 2006 is mandated to have TPMS sensors<sup>1</sup>. The expected battery life for TPMS sensors is 5 years resulting in the consumer's need for service or replacement of the expired sensor. The TPMS industry, which is already profitable, is about to become very lucrative.



According to the government's TPMS TREAD ACT guidelines, vehicle manufacturers were required to begin installing TPMS sensors in stages. Beginning with model year 2006 20% of the vehicles had to be TPMS compliant. In model Year 2007, 70% had to be TPMS compliant. After 2008 100% had to be TPMS compliant.

The chart above shows the expected usage of TPMS sensors based on battery life and model year. For instance in 2010, 13 million sensors were replaced due to battery failure alone: In 2011 - 48 million. After that 100% of the vehicles manufactured have TPMS sensors resulting in a demand for more than 40 million new sensors every year.

1 - The TREAD Act of 2000, which precipitated the Ford/Firestone recall, mandates that every vehicle sold in the U.S. with less than 10k GVWR after September 1, 2007 must be TPMS compliant.

## TRAINING & SUPPORT

At the core of our business philosophy is the responsibility not to just sell TPMS sensors but to train everyone involved in our distribution channel to understand our revolutionary products, their applications, their installation and the complexities involved in dealing with every TPMS system they come into contact with. That's why we provide a certified training program.

### Our Training program includes:

- Technical overview of all TPMS systems
- In-house distributor training
- In-field jobber training

We feel strongly that technical training is integral to our mutual success. We support your TPMS business from first contact all the way through the drive away of your valuable customer.

We have developed these systems to train your salesmen and teach your front line personnel how to identify potential TPMS issues upfront. In addition, we even have marketing tools to help drive customers to your door.

Since every car and light truck manufactured since September 1st 2006 has TPMS products that will need to be replaced, there is really no marketing challenge to convince your customers. The true challenge is in educating your customers. We provide specific marketing tools and programs to make it easy for you to start building a TPMS relationship with your customers; one that positions everyone involved to win.