

# Vacuflo

## built-in central vacuum accessories

Tap the power of True Cyclonic™ in the palm of your hand. The VACUFLO® versatile line of accessory kits is designed to meet all of your cleaning needs.

A perfect combination of high-quality construction and superior cleaning performance makes VACUFLO's accessories the ideal cleaning team for your home.

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### Turbine Powerheads

The power of True Cyclonic™ Plus and Digital™ turbine powerheads makes the suction of our vacuums more powerful through cleaning. The Plus turbine operates without separate power cords or additional flexibility.



**TurboCat® Plus Turbine Powerhead**  
The TurboCat™ Plus Turbine Powerhead is designed for superior maneuverability around and under furniture. It automatically adjusts to carpet height and features double rollers for superior cleaning performance.



**RugRat® Handheld Turbine Powerhead**  
The handheld RugRat offers superior cleaning performance for removing pet dander, dandruff, and debris.

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### Deluxe Cleaning Kits

The line of VACUFLO deluxe cleaning kits work for you. The TurboCat® Deluxe and the Deluxe Garage & Car Care Kits have been designed to offer the ultimate cleaning performance for all surfaces from carpet to upholstery to tile & hardwood floors.



**TurboCat® Deluxe**  
Includes the TurboCat Plus turbine, TurboCat™ Plus and TurboCat™ Plus rollers, TurboCat™ Plus floor care brush, TurboCat™ Plus upholstery tool, and TurboCat™ Plus dusting brush. It includes everything you need to clean your home with a modern, efficient and powerful vacuum.



**Deluxe Garage Floor Care Kit**  
It includes 30" TurboCat Plus turbine, deluxe carpet tool, deluxe floor care brush, deluxe upholstery tool, and deluxe dusting brush. It also includes a deluxe roller and floor tool.



VACUFLO  
BUILT-IN CENTRAL VACUUM SYSTEMS

### Cleaning Sets

VACUFLO® Cleaning sets offer a complete set of attachments for the VACUFLO™ line. All accessories are made of durable high-quality materials and feature a built-in suction cup attachment for easy cleaning and handling.



**Deluxe Caddy Cleaning Set**  
Each package includes a 30" TurboCat Plus turbine, TurboCat Plus rollers, TurboCat Plus floor care brush, TurboCat Plus upholstery tool, and TurboCat Plus dusting brush. It also includes a deluxe roller and floor tool.



**Canvas Caddy Cleaning Set**  
Includes everything you need to clean your home with a modern, efficient and powerful vacuum.



**Garage & Car Care Kit**  
Each package includes TurboCat Plus turbine, TurboCat Plus rollers, TurboCat Plus floor care brush, TurboCat Plus upholstery tool, and TurboCat Plus dusting brush. It also includes a deluxe roller and floor tool.

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### Attachment Sets

Each set includes a turbo brush, carpet brush, upholstery tool, and dusting brush. They are designed to offer the ultimate cleaning performance for all surfaces from carpet to upholstery to tile & hardwood floors.



**ZipRoom**  
A great alternative to the standard broom and dustpan. The ZipRoom is made of durable high-quality materials and features a built-in suction cup attachment for easy cleaning and handling.



**Deluxe Caddy Attachment Set**  
Includes everything you need to clean your home with a modern, efficient and powerful vacuum.



**Canvas Caddy Attachment Set**  
Includes everything you need to clean your home with a modern, efficient and powerful vacuum.



**Tool Tote Attachment Set**  
Includes everything you need to clean your home with a modern, efficient and powerful vacuum.



**Hose Sock**  
A long cover designed to protect your hose and prevent it from kinking during cleaning.

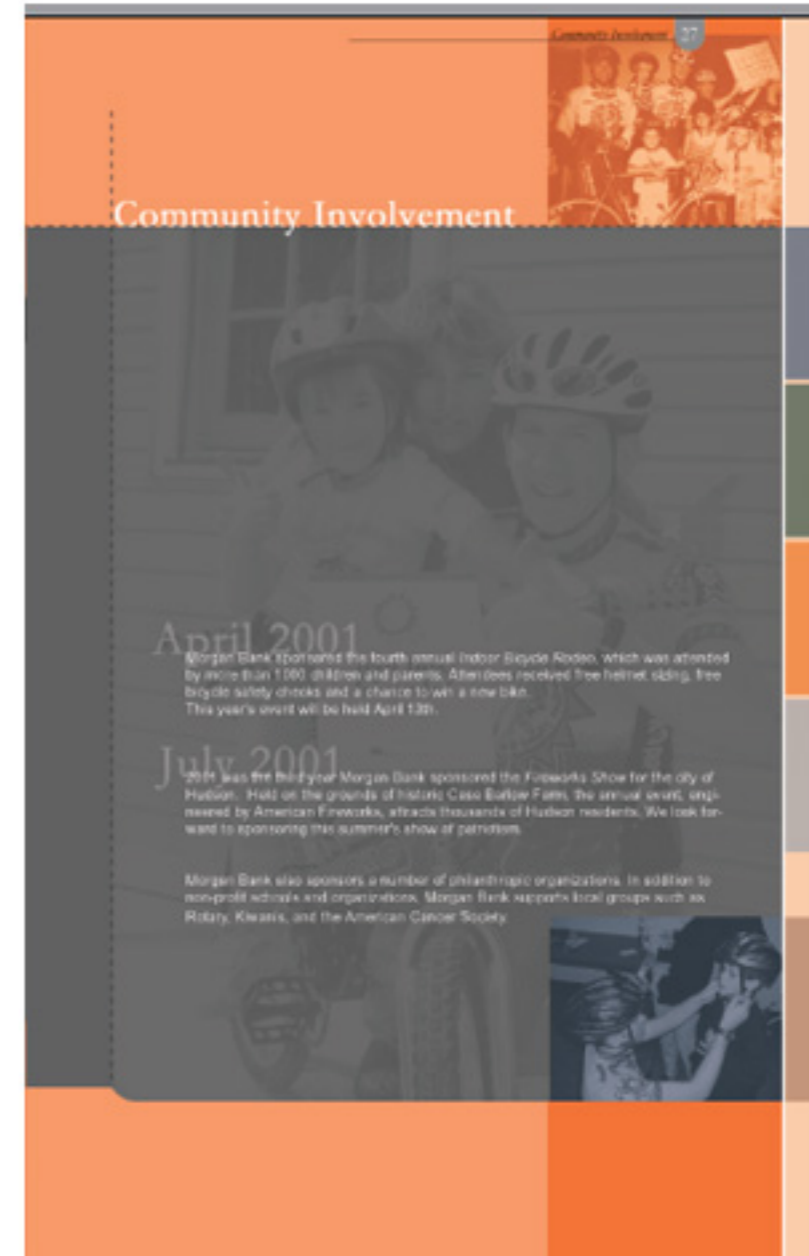
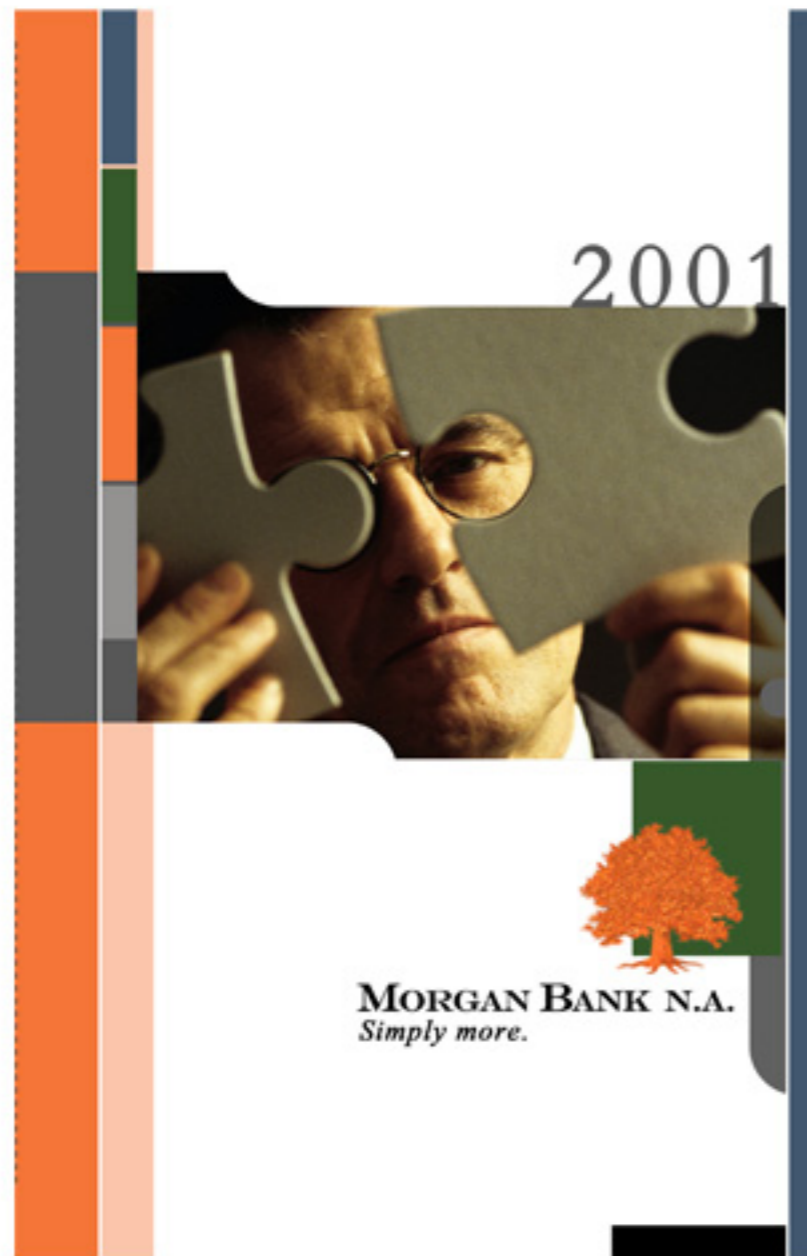
Technology for cleaner living™



VACUFLO  
BUILT-IN CENTRAL VACUUM SYSTEMS



sell sheets

# Morgan Bank



2001 annual report

# Morgan Bank

**Burton D. Morgan**  
Founder  
1916-2003

*2002 Annual Report*

## STATEMENT OF CASH FLOWS

	Year Ended December 31,	
	2002	2001
<b>OPERATING ACTIVITIES</b>		
Net income	\$717,906	\$474,290
Adjustments to reconcile net income to net cash provided by operating activities:		
Provision for loan losses	276,075	181,153
Depreciation and amortization	312,562	343,676
Investment securities gains, net	(58,517)	(49,499)
Origination of loans held for sale	(6,841,909)	-
Proceeds from sale of loans	5,994,612	-
Loans held for sale gains, net	(122,716)	-
Deferred income taxes	113,058	141
Increase (decrease) in accrued interest receivable	(85,234)	4,671
Increase in accrued interest payable	116,682	80,859
Other, net	(161,020)	55,542
Net cash provided by operating activities	<u>285,115</u>	<u>1,090,833</u>
<b>INVESTING ACTIVITIES</b>		
Investment securities available for sale:		
Proceeds from principal repayments and maturities	4,207,633	2,177,611
Proceeds from sales	5,177,868	1,941,255
Purchases	(10,760,550)	(5,658,073)
Investment securities held to maturity:		
Proceeds from principal repayments and maturities	150,829	252,046
Net increase in loans	(15,722,479)	(10,635,572)
Purchase of premises and equipment	(260,534)	(1,054,980)
Net cash used for investing activities	<u>(125,207,233)</u>	<u>(113,777,713)</u>
<b>FINANCING ACTIVITIES</b>		
Net increase in deposits	30,830,495	10,491,506
Net decrease in short-term borrowings	(1,032,831)	(822,211)
Proceeds from other borrowings	-	2,000,000
Repayment of other borrowings	(2,000,000)	-
Cash dividends paid	(92,150)	(33,380)
Proceeds from sale of common stock	1,041,566	1,574,093
Net cash provided by financing activities	<u>28,747,080</u>	<u>13,201,008</u>
Increase in cash and cash equivalents	3,800,966	523,128
<b>CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR</b>	<u>1,635,674</u>	<u>1,112,546</u>
<b>CASH AND CASH EQUIVALENTS AT END OF YEAR</b>	<u>\$5,436,640</u>	<u>\$1,635,674</u>
<b>SUPPLEMENTAL DISCLOSURE OF CASH FLOW INFORMATION</b>		
Cash paid during the year for:		
Cash payments for interest	\$2,324,994	\$2,664,725
Income tax payments	242,079	185,000

See accompanying notes to the financial statements.

2002 annual report

# Morgan Bank

**other innovative Morgan Bank products**

**Business Treasury and Money Market Accounts**

We offer both a regular Money Market account at a competitive yield and a tiered Treasury Money Market. The yield on the Treasury account adjusts weekly according to the yield on the ninety day Treasury Bill. The Treasury account pays a higher yield as deposit balances rise. Visit [www.morganbank.net](http://www.morganbank.net) for the current yields and balance requirements.

**Business Merchant Card Service**

Morgan Bank can process your Visa and Mastercard transactions or accept ACH deposits from any merchant processor you choose. Our Merchant Card Consultant works with each merchant to establish a customized plan.

**Regular Business Checking**

This account, designed for those businesses or organizations that need their checks retained in their monthly statement, offers the same convenient features as our totally free business account with a small minimum balance requirement. There is a monthly service charge if the balance falls below that level.

**Business Internet Banking**

For a low monthly fee, business customers can view account activity on-line, transfer funds between accounts, access our electronic bill payment system, initiate automatic clearing house (ACH) transactions, as well as make loan payments and advance from established lines of credit. Account histories can be downloaded into a number of accounting software packages. All related loan and deposit accounts may be linked to one internet banking account. View a demonstration of our internet banking product at [www.morganbank.net](http://www.morganbank.net).

**Debit Card**

The Morgan Bank debit card can be used for purchases at virtually any location that accepts credit cards. As easy to use as credit cards, simply sign the receipt and your purchase will be automatically deducted from your business checking account. There are no interest charges and no monthly fee.

**About Morgan Bank**

Morgan Bank, founded in 1990, brings to its customers innovative products while providing the personal service synonymous with independent community banking. The Bank offers a full line of products and services designed to meet the needs of small businesses and consumers. Headquartered in Hudson, Ohio, the bank serves customers throughout the Northeast Ohio area. Morgan Bank is a National Bank and is insured by the Federal Deposit Insurance Corporation (FDIC).

Morgan Bank customers can also enjoy the convenience of internet banking. Individual and business customers can access account information and handle transactions online. 24/7 Surcharge-FREE ATM machines are available at 11 locations in Portage and Summit counties.

Morgan Bank's mission is to provide exceptional customer service to all customers, while keeping fees to a minimum. It's community banking that's "Simply More."

**Business to Business**

Business Products That Work For You.

**business to business**



MORGAN BANK N.A.  
Simply More

10 West Stephenson Street  
Hudson, OH 44236  
1-866-636-3267  
[www.morganbank.net](http://www.morganbank.net)



[www.morganbank.net](http://www.morganbank.net)

B2B marketing tri-fold (outside)

# Morgan Bank



The image shows a B2B marketing tri-fold brochure for Morgan Bank. The brochure is divided into three main vertical sections. The left section, titled 'totally FREE business checking', lists various benefits of the checking account, such as unlimited check writing, no per item charges, and no deposit charges. The middle section, titled 'business loans', describes the bank's full line of business loan products and lists specific loan types like lines of credit, term loans, and real estate loans. The right section, titled 'Other Innovative Morgan Bank Products', features four sub-sections: Business Treasury and Money Market Accounts, Business Merchant Card Service, Regular Business Checking, and Business Internet Banking. Each sub-section provides a brief description of the service and its benefits. The brochure uses a color palette of orange, blue, and grey, with a background image of a building.

**totally FREE business checking**

Our Totally Free Business Checking provides businesses of any size with a convenient no fee account. You will enjoy personalized service without any monthly service charges. Additionally, you will receive:

- Unlimited check writing
- No per item charges
- No deposit charges
- Unlimited electronic (ACH) debits and credits
- No minimum balance requirement
- Free currency and coin orders
- Access to Morgan Bank's free courier service
- Free check safekeeping
- Free night depository services
- Itemized monthly statement
- Access to Morgan Bank's internet banking program and bill payment service
- Free automated teller machine deposits

In addition to the above features, sole proprietors and nonprofit organizations will earn 3.00% annual percentage yield on the full account balance.

A \$100.00 deposit is required to open the account.

**business loans**

Morgan Bank offers a full line of business loan products. Our loan officers specialize in developing customized financing packages for our small to mid-size business. We provide personalized service and strive to make the application process straightforward. We offer the following business loans:

- Lines of credit
- Term loans
- Real estate loans
- Construction and development loans
- Business acquisition or expansion
- State of Ohio Linked Deposit program loans
- Small Business Administration guaranteed loans
- Cascade Community Development and State of Ohio Development Loans
- Letters of Credit

Contact one of our lending officers to find the loan product that meets your specific needs.

**Other Innovative Morgan Bank Products**

**Business Treasury and Money Market Accounts**

We offer both a regular money market account at a competitive yield and a tiered treasury money market. The yield on the treasury account adjusts weekly according to the yield on the ninety-day Treasury Bill. The Treasury Account pays a higher yield as deposit balances rise. Visit [www.morganbank.net](http://www.morganbank.net) for the current yields and balance requirements.

**Business Merchant Card Service**

Morgan Bank can process your Visa and Mastercard transactions or accept ACH deposits from any merchant processor you choose. Our Merchant Card Department works with each merchant to establish a customized plan.

**Regular Business Checking**

This account, designed for those businesses or organizations that need their checks returned in their monthly statement, offers the same convenient features as our totally free business account with a small minimum balance requirement of \$2,500. There is a \$25.00 monthly service charge if the balance falls below this level. A \$100.00 deposit is required to open the account.

**Business Internet Banking**

For a low monthly fee, business customers can view account activity on-line, transfer funds between accounts, access our electronic bill payment system, initiate automatic clearing house (ACH) transactions, as well as make loan payments and advance from established lines of credit. Account histories can be downloaded into a number of accounting software packages. All related loan and deposit accounts may be linked to one internet banking account. View a demonstration of our internet banking product at [www.morganbank.net](http://www.morganbank.net).

**Debit Card**

The Morgan Bank debit card can be used for purchases at virtually any location that accepts credit cards. As easy to use as a credit card, simply sign the receipt and your purchase will be automatically deducted from your business checking account. There are no interest charges and no monthly fee.

B2B marketing tri-fold (inside)

# Akro



marketing sell sheet



# SmarTire

Reduce  
down time.

Extend  
tire  
treadlife.

Optimize  
vehicle  
handling.

Improve  
fuel  
economy.



**The SmarTire™ RV-433 Tire Monitor System for RV's and Light Trucks**

The new SmarTire™ RV-433 Tire Pressure Monitor System is specifically designed to work with applications such as RV's, light trucks, and vans having the necessary sensors in the tire structure to monitor the pressure, temperature, and the air's wet and content of small particles (moisture) within the tire. However, the data to be transmitted to the display module is processed via the system's unique digital signal processing technology. The system allows you to customize and to view your desired wheel's data. SmarTire™, however, is not a tire sealant and does not fill your tires with SmarTire™. SmarTire™ is designed to be used on tires that are properly inflated and properly maintained.

**SMARtIRE™**  
TIRE PRESSURE MONITORING SYSTEM

**The SmarTire™ RV Wireless Tire Pressure Monitor System**

**VISIBLE TIRE DATA**

- ▲ Actual pressure
- ▲ Required pressure
- ▲ Pressure status
- ▲ Temperature

**ALERTS AND WARNINGS**

- ▲ Pressure status alert
- ▲ High temperature warning
- ▲ Low pressure alert
- ▲ Display module diagnostic
- ▲ Low pressure warning

**Display Module**



**FEATURES**

- ▲ Back Light
- ▲ Memory Alert
- ▲ LCD Display
- ▲ Tire for the wheel sensor
- ▲ Warning Alarm
- ▲ 2.1 inch color screen
- ▲ 2.1 inch color display
- ▲ 4.3 inch color display
- ▲ 4.3 inch color display
- ▲ 4.3 inch color display
- ▲ 4.3 inch color display
- ▲ 4.3 inch color display

**TECHNICAL SPECIFICATIONS**

POWER CONSUMPTION	OPERATING TEMPERATURE RANGE	STORAGE TEMPERATURE RANGE	OPERATING HUMIDITY
4 WATT MAX, 6.0V DC	27°F to 185°F	-40°F to 185°F	100% non-condensing
WSPN#	SIZE	FREQUENCY	
4.2 W	5.5" x 2.0" x .75"	433 MHz	

**Sensor Modules**



**FEATURES**

- ▲ Pressure sensor
- ▲ Temperature sensor
- ▲ Moisture sensor
- ▲ Radio transmitter
- ▲ Unique ID coding
- ▲ Lithium battery powered

**TECHNICAL SPECIFICATIONS**

BATTERY LIFE (years)	OPERATING TEMPERATURE RANGE
7 years 90,000 miles	40°F to 180°F
STORAGE TEMPERATURE RANGE	ACCURACY
40°F to 180°F	±1.1 PSI
DATA TRANSMISSION RATE	WEIGHT
Every 30 seconds when vehicle is in motion	2.1 oz
SIZE	FREQUENCY
4.5" x 1.25" x .75"	433 MHz
OPERATING HUMIDITY	
100%	
PRESSURE SENSING RANGE	
Up to 127 PSI	

The RV-433 sensor module is designed to be used on tires that are properly inflated and properly maintained.

**SMARtIRE™**  
TIRE PRESSURE MONITORING SYSTEM

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marketing sell sheet

# Euclid-Hitachi

## Less is More?

More value, less emissions.

The K20C from Euclid-Hitachi is engineered with the environment in mind. The new hauler features a more efficient engine to meet stringent worldwide emissions standards, and does so without sacrificing power. This new engine is complemented by a host of upgraded components. All this, plus the trusted "workhorse" reputation associated with Euclid haulers for more than half a century.

**Euclid—Engineered for a Cleaner Environment.**



- 4-stroke, direct-injected turbocharged Volvo TD122 K20 diesel engine with charge air cooler
- Engine meets new global Tier 1 Emission Requirements, without sacrificing power
- Allison automatic planetary-type transmission with built-in retarder and TC-600 Allison torque converter for smoother shifting, easy operation and minimal operator fatigue
- 32.6-tonne (35.9-ton) payload capacity; load volume complies with ISO 6483 and SAE J1363
- Allows for a heaped load of 21.0 cu.m (27.5 cu.yds.)
- Maximum GVW 56,911 Kg (125,456 lbs.)
- 297 kW (400 hp) engine has top speed of 57 km/h (35 mph)
- Low load height and low center of gravity for more efficient loading
- ROPS-tested and approved steel cab mounted on rubber pads in center-of-gravity line; heat and sound insulated
- Geometrically optimized and exhaust-treated body for faster shedding of material



**EUCLID-HITACHI Heavy Equipment, Inc.**  
www.euclid-hitachi.com

Dealer Inquiries

## Adding while Subtracting?

More power. Less emissions.

Euclid-Hitachi's K20C is setting a new standard for performance and value in the hauling industry. The new Volvo TD 364 KAE engine is more efficient, in compliance with worldwide emissions standards, and boasts 10% more power than its predecessor. This new engine is complemented by a host of upgraded components. All this, plus the trusted "workhorse" reputation associated with Euclid haulers for more than a half century.

**Euclid—Designed for a Cleaner Environment.**



- 4-stroke, direct-injected turbocharged Volvo TD364 KAE diesel engine with charge air cooler
- Engine has 10% more power and flywheel output, and a 13% increase in maximum torque than its predecessor
- Allison planetary-type transmission with built-in retarder and TC-603 Allison torque converter for smoother shifting, easy operation and minimal operator fatigue
- 36.3-tonne (40-ton) payload capacity; load volume complies with ISO 6483 and SAE J1363
- Allows for a heaped load of 23.5 cu.m (30.7 cu.yds.)
- Maximum GVW 62,560 Kg (137,919 lbs.)
- 366 kW (499 hp) engine with top speed of 63 km/h (39 mph)
- Low load height and low center of gravity for more efficient loading
- ROPS-tested and approved steel cab mounted on rubber pads in center-of-gravity line; heat and sound insulated
- Geometrically optimized and exhaust-treated body for optimal shedding of material

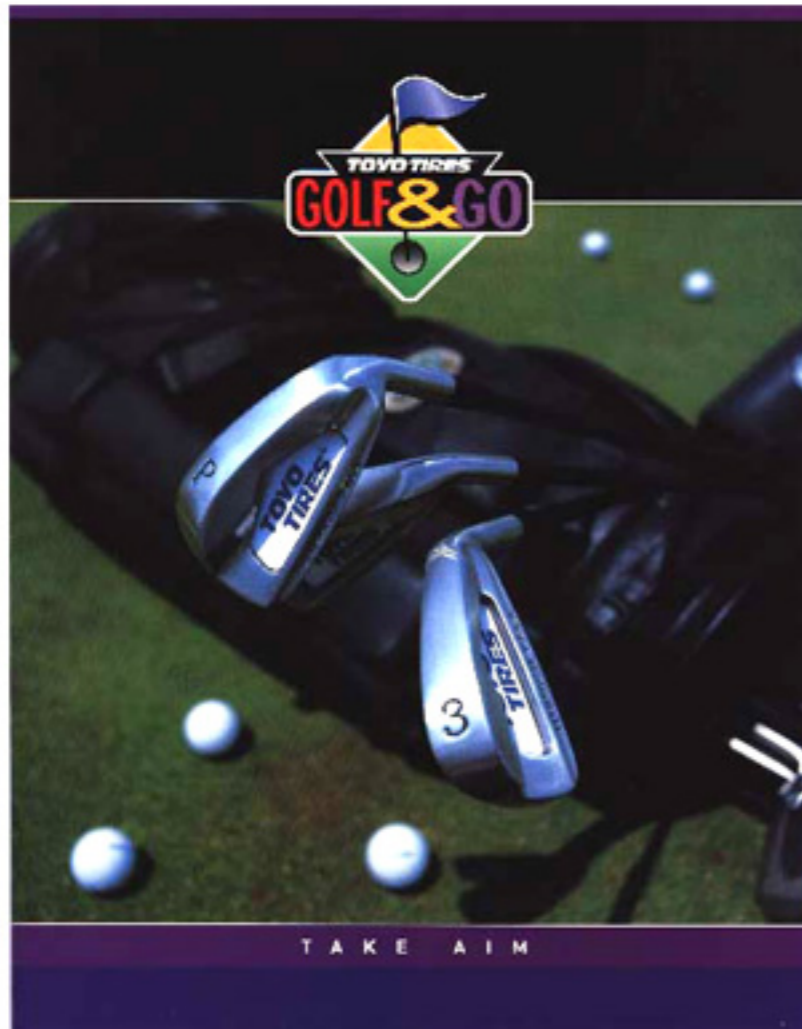


**EUCLID-HITACHI Heavy Equipment, Inc.**  
www.euclid-hitachi.com

Dealer Inquiries

marketing sell sheet

# Toyo Tires



the custom get each have been spent. Accepted for your... (unreadable text)

The Toyo Tires... (unreadable text)

**Custom golf club set includes:**  
Three (3) clubs... (unreadable text)

**Accessory package includes:**  
Personalized... (unreadable text)

This advertisement shows a black golf bag on a green field. A custom golf club set is displayed, including a driver, a 3-wood, and several irons. An accessory package is also shown, including a golf bag, a golf ball, and a golf tee. The Toyo Tires logo is visible on the clubs and the bag. The background is a dark, stylized landscape with a few glowing blue spots.

dealer sales incentives program

# Toyo Tires



## INTERNET GAME PLAN

Literally, the U.S. Department of Commerce reported in a study that the Internet is growing more than three times faster than the overall economy. Undoubtedly, this trend will continue well into the next millennium.

And Toyo is not about to be left behind. We have a wide range of programs designed to enhance Toyo's presence on the World Wide Web. From an exciting e-mailing website, to banner advertising on Yahoo, Lycos, and several on-line car enthusiast publications, to a dealer program designed to help you establish a presence on the Web, Toyo has all the new media tools needed to succeed in the ever-changing pace of the Internet.

The Toyo Tire Dealer Mail is an exciting and cost-effective new program that can help increase the effectiveness of your Web marketing presence. A recent survey in The Business magazine found that the dealerships with Web sites reach to more, on average, 1,000 potential customers each month. This program lets you put the power of the Web to work for you.

Editorial Web sites contain all different types of articles available to meet your budget. Once your site is completed, it will be included on the Toyo Web site, and consumers from your area will be automatically linked to your site. You can provide up-to-date information on store hours, services and specials - 24 hours a day, 7 days a week, 52 weeks a year.

Millions of consumers rely on the Web daily to research products they intend to purchase. A Web presence will help you attract qualified buyers interested in the products and services you have to offer.

Toyo's e-mail e-newsletter, e-mail directly from the dealer to a wealth of useful information while helping solidify the consumer's decision to cut through marketing "noise". A dealer location of your visitors to search for a Toyo tire dealer in their neighborhood, and the Web Store features product information on Toyo's full line of tires. And exciting on-line promotions keep visitors coming back to the site on a regular basis.




## PRODUCT GAME PLAN

### ULTRA-HIGH PERFORMANCE



**Toyo® Proxes TS-S\***  
The Proxes TS-S is the new generation of a low-rolling performance tire for the sports car market. It features a new tread design, the Proxes TS-S is a 200 mph rated tire with a 200 mph speed rating. It offers exceptional handling, responsiveness, and grip. It's a 200 mph rated tire with a 200 mph speed rating.



**Toyo® Proxes S/T\***  
An ultra-high performance radial speed-rated tire designed for the road. The S/T delivers a premium level of performance in all weather conditions with a consistent, wide grip. The S/T's speed-rated tread pattern is designed for maximum grip in all weather conditions.



**Toyo® Proxes R24\***  
A stylish, sporty ultra-high performance tire for the sports car market. The R24 is an excellent choice for you, offering exceptional handling, responsiveness, and grip. The R24's tread pattern is designed for maximum grip in all weather conditions.



**Toyo® Proxes R&L\***  
A 200 mph rated performance tire designed for the sports car market. The R&L features all the high-tech performance features of the Proxes R24, but with a more aggressive tread pattern. The R&L's tread pattern is designed for maximum grip in all weather conditions.

tire dealer marketing support

# Toyo Tires



**ADVERTISING**  
GAME PLAN

**ADVERTISING**  
GAME PLAN

A crucial part of Toyo's Game Plan is driving customers to your dealership. To accomplish this, Toyo has launched its most extensive marketing effort to date.

It calls for a saturation of specific market segments via a variety of media, including print, broadcast, electronic and event sponsorship. Our commitment to strengthen Toyo's brand presence in the marketplace is marked by our plan to deliver more impressions than ever before.

A new "Take Campaign" has been adopted as the marketing vehicle for all of Toyo's advertising and merchandising activities. It is designed to promote the Toyo name, as well as, to enhance the image of our company and products as relevant, personable, likable and expressive.

The campaign features two major components, "What Color Would You Drive?" and "Tires That Fit You." Both help promote the fact that Toyo tires are designed and built to conform with specific needs and lifestyles. It demonstrates that we believe customers are worthy of individual attention.

**TOYO TIRES**



**TRADITIONAL**  
Dealer Support  
GAME PLAN

**TRADITIONAL**  
Dealer Support  
GAME PLAN

An integral part of the Toyo Game Plan is providing you with the knowledge and support essential to be successful selling Toyo tires. Knowledge leads to confidence, confidence leads to enthusiasm, and enthusiasm sells!

The Toyo Toyo™ Retail Certification Program provides you and your associates with the latest information on Toyo technology and designs, plus an overview of passenger and light truck products. Through the program, you will learn how each Toyo product fits into your marketing mix, which features and benefits are important to your customers, and how to sell them with confidence.

Included value rewards for you and higher profits for your dealership are the biggest rewards of participating in Toyo's training programs. But they are not the only ones. The more you know about Toyo (and products, the easier it is to recommend the appropriate Toyo tires to fit your customer's lifestyles and driving needs. After customers know they can depend on you for expert advice, you'll build customers for life and gain referrals for future sales.

**TOYO TIRES**

tire dealer marketing support

# Toyo Tires

**MOTORSPORTS**  
GAME PLAN

**BANFF '99**

Toyo is truly passionate in motorsports for one good reason: Competition. It enables us to test our technology, at the limits of performance and experience with edge designs, into our tires. Competition makes the heart beat faster, and it pushes our designers and engineers and helps stretch their imaginations.

Furthermore, motorsport participation helps build consumer confidence and gives us credibility. It shows our customers that motors have the capability to push cars to the limits under various conditions. Toyo can meet the challenges of the race track and provide skill for racing enthusiasts, the most demanding aficionados. Finally, motorsports help build image, the Toyo brand is regularly exposed to a nationwide audience via attendance at events and print and broadcast media coverage.

This year, Toyo is once again the title sponsor of NASCAR's Import Truck Racing Series. Participating in regional weekly racing, NASCAR events are all inclusive to the sport, brand, and lifestyle that represent the sweetest of the international drag racing automobiles. We are proud to be part of this fast-growing community. Toyo's sponsorship efforts also include the Import Kings, NHRA, Truck Nationals, SEMA International Auto Salon, and Street Legal Performance Events.

**POSITION**  
GAME PLAN

**BANFF '99**

Toyo's new Game Plan is specifically designed to help you succeed in fact, but strategy is a perfect fit to the way dealers do your business. Toyo tires are engineered for and sold to consumers with specific interests and desires, rather than as a commodity product, and therefore have the competitive and solid based on price. We believe some sales are worthy of individual attention, the kind that only you - the independent dealer - can provide. And Toyo gives you all the tools necessary to help you meet that need.

Our extensive consumer research has shown that consumers believe the independent dealer is the expert. And when the expert Toyo tires come into the store with a specific tire already in mind, more than two-thirds said they would buy a tire if it was recommended by a knowledgeable salesperson.

Based on these findings, the Toyo Game Plan is two fold: [1] To do for customers to you, the dealer, and [2] To provide support to help you make the sale.

Effectively executing the Game Plan is essential to the success of our company and our dealers. Toyo has always preferred to grow its business by helping you grow yours, fully realizing that success and lasting partnerships are built through cooperation, not division.

**Tires That Fit You**

Our comprehensive line of products means greater value to any customer - from ultra high performance to 2 T Fit products, we have tires that fit every market segment. And you can always depend on Toyo to have the products you need, when you need them. No matter what your game - retail, wholesale or commercial - we keep you competitive.

**Staying Fit with Toyo Training**

Toyo's training programs educate and motivate. Research shows that consumers see dealers like you as the most influential factor at the point of sale. It is in our best interest to provide you and your sales associates with both the product knowledge and sales skills necessary to be successful selling Toyo tires.

**Custom-Fit Marketing**

In our commitment to effectively execute the Toyo Game Plan, we have stepped up efforts to increase Toyo brand awareness and further enhance the image of our company and its products. Our new "Clear Campaign" is now the marketing umbrella for all of our advertising and merchandising endeavors.

The campaign reinforces the fact that Toyo designs tires which possess the most ideal characteristics [i.e. are the best fit for the marketplace]. We make tires for all types of people, from all walks of life. By selling tires to a manager, a fire in terms of color, we help use powerful and meaningful cues associated to develop a relationship with the consumer. The way we selected, personalized, expressive, and likable.

**Keeping Your Profits Fit**

Toyo's full product line, unmatched dealer support, and a focused marketing strategy all work together to help you be more successful. And our commitment to high-quality products and business growth allows you to be confident selling Toyo tires and building customers for life.

tire dealer marketing support

# Toyo Tires

what color would your tires be?

Bloody Red, Like a good T-bone.

You're picky about very few things in life. A good ballgame. A tasty steak. Dependable tires for your truck. Like the Proxes S11<sup>™</sup> from Toyo! Steady performance and rugged dependability.

And even though we don't make tires in color, we do make quality products. In a national survey of 500 independent tire dealers, Toyo was rated #1 in product quality! Better than any other manufacturer. Ready to sink your teeth in? Check on it at [www.toyo.com](http://www.toyo.com) or call toll-free 877-299-TOYO for more information.

\*As a result of the Tire Dealer Magazine survey of 500 dealers.

**TOYO TIRES**  
Tires that fit you.

what color would your tires be?

Red. Hot & Spicy!

You like a little zest in your life. OK, so you like a lot. That's why Toyo makes the Proxes F24<sup>™</sup>.

With its attractive sidewall design and aggressive tread pattern, the F24 offers a spicy mix of stylish looks and ultra-high performance. It's one devilishly hot tire made just for your drive.

Sure we don't make colored tires, but we were voted top by tire dealers. In a national survey of 500 independent tire dealers, Toyo was rated #1 in product quality! Better than any other manufacturer.

When you're ready to kick it up a notch, visit us at [www.toyo.com](http://www.toyo.com) or call toll-free 877-299-TOYO for a dealer location near you.

\*As a result of the Tire Dealer Magazine survey of 500 dealers.

**TOYO TIRES**  
Tires that fit you.

magazine advertising

# Akro



Threshold Floor Mats

Threshold merchandisers

Attractive, eye-catching merchandisers for the end user  
to make your products for maximum visibility  
without your help. They offer a variety of colors and  
styles to match your store's color scheme and display  
needs. They're easy to use and easy to display.

Capacity varies depending on product.

Akro logo

Beck's Company  
PO Box 8815  
Cedar, Ohio 44713  
216-462-4141  
Or call 1-800-331-4244  
for 24-hour service  
www.akro.com

This advertisement shows two views of a Threshold Floor Mats merchandiser: a perspective view and a top-down view. The merchandiser is a blue box with white and red accents, containing several mats. The background is a blue sky with white clouds. The text 'Threshold Floor Mats' is written in a stylized font. The Akro logo is in the bottom right corner, along with contact information for Beck's Company.

marketing sell sheet