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January 29, 2008

Big O Tires Franchisees of Nor Cal/Neva

To my fellow dealers:

I would like to take this opportunity to encourage you to consider adding nitrogen tire fills to your current product offerings. While I'm sure many of you, if not all of you, have been exposed to the benefits of nitrogen for the consumer, the benefit I would like to discuss with you are the benefits to your business and to the dealers in our region.

With our profit margins getting tighter and our competition getting tougher it is getting harder and harder to make a living in the tire business. We are constantly looking for new products, new processes and new techniques to give us that edge in the marketplace. I believe nitrogen is one piece of the puzzle. I purchased my generator in January 2007 and in four months the system was paid for. In the 8 months that have followed I have added over \$25,000.00 profit to our bottom line. I know that many of my fellow dealers are struggling to make a buck. Can you really afford not to add nitrogen to your business? It is my opinion (not one that Robin at N2 Revolution shares) that within five years we will have to include nitrogen at no charge with tire purchases. If this happens my equipment is paid for thanks to my customers. If I'm wrong, it just means that I'll continue to make money. Can you say the same? Also as a member of the regional marketing committee we have discussed advertising nitrogen on many occasions but there are not enough dealers that offer it. I feel it is just another way to differentiate ourselves from the competition, show our customers that we put their safety first and that Big O Tires is on the cutting edge of emerging technologies.

When I decided to offer nitrogen at the Livermore store, I looked at many different systems, some of which were less expensive. I went with the Purigen 98 system from N2 Revolution for several reasons. I felt it was important to differentiate our store from Costco by offering high purity nitrogen, which is nitrogen with a purity level above ninety-five percent. We have tested the purity level in Costco tires on many occasions and have made a sale with our nitrogen after analyzing the gas in their tires (it runs 85 to 92 percent). That is another thing that may allow me to continue to sell it when my competition is giving it away. I also liked the idea that it is the only unit to my knowledge that has a built in heater to produce high purity nitrogen even in low temperatures. I also had a comfort level because many of the Big O Stores in my area had already committed to become Purigen 98 dealers so there is continuity in our area.

I have been a Purigen 98 dealer and a N2 Revolution customer for just over a year now and I have found the company very helpful and customer centric. I would not hesitate to recommend them to any franchisee looking to add nitrogen to their product mix.

Sincerely

A handwritten signature in dark ink, appearing to read "Terry McCune", written over a horizontal line.

Terry McCune
Big O Tires #5080
Livermore, California