

Package deals

Boynton Beach Tire & Auto Center – Boynton Beach, Fla.

Shawn Gallo, store manager at Boynton Beach Tire & Auto Center, encourages his customers to spend a little more as part of their efforts to go green.

He is offering PurigeN98™ high-purity nitrogen tire inflation – which maintains proper tire pressure longer and results in gas and carbon-dioxide reductions.

“The customers who drive SUVs and trucks say they’re getting better gas mileage,” Gallo says.

Although PurigeN98™ is sold as a stand-alone option for \$10-a-tire, Gallo has had the most success marketing the product as a tire care package which includes a rotation, balance alignment and high-purity nitrogen inflation for \$89.

He also includes a coupon for a \$24 fill with the purchase of an oil change in his service center’s weekly ad.

“Our sales team believes in the benefits of PurigeN98™ and we’ve done a really good job promoting it to our customers,” Gallo says.

At Hyundai of El Paso, PurigeN98™ is selling well in package deals when cars are sold, says Patrick Velarde, the dealership’s service director. For a fee, PurigeN98™™ is offered for the lifetime of the car, enabling drivers to top off their tires during routine maintenance visits at the dealership.

Customers also buy other PurigeN98™™ plans after learning about them through word-of-mouth from the dealership’s mechanics and from advertisements displayed in the auto shop, he says.

“People swear by it. They think it’s better than chopped liver,” Velarde said.

PurigeN98™™ has been selling there since October 2006. Velarde attributes the product’s popularity on consumers wanting to save money from buying less gas.

“Once they get it, they get it for life,” Velarde said.