



## **Cooler climate**

### **Gresham Ford – Gresham, Ore.**

Northern Oregon is widely regarded for its rugged, scenic beauty. However, the area's climate can wreak havoc on vehicle tires.

Gresham Ford General Manager Bess Wills and Service Director Cher Marlowe offer PurigeN98 high-purity nitrogen as a solution for their customers

"We can have three inches of ice on roads in January and 100-degree temperatures in July," Wills says, whose Portland-area business is among the top Ford dealerships for tire sales and vehicle repairs. "With each new season customers tell us their cars just aren't handling right or their tire sensors are going off because the temperature changes can radically affect the pressure of tires filled with air."

Because nitrogen is a dry, inert gas and much less susceptible to expanding or condensing during climate changes, Marlowe tells her customers it's the perfect "all-season" inflation for their all-season radial tires.

Since a lot of consumers still aren't as attuned to nitrogen's safety and handling benefits, Gresham Ford typically bundles PurigeN98™ tire inflation as part of routine maintenance packages that include nitrogen, oil change and wiper blades for approximately \$50. The staff points out that high-purity nitrogen can help improve fuel mileage and is used widely among professional racers, pilots and even astronauts to enhance handling, stability and overall safety.

Sometimes, the dealership offers customers a challenge – fill up the tires with PurigeN98™ and come back in two months to report on the difference.

"Everyone has been completely satisfied," Wills says, "and many are now coming back to get nitrogen for their other cars, trailers and RVs. Once our customers try PurigeN98™, they're sold on it."