

Red Noland



Cadillac

12-17-07

We chose the Branick Model 500 nitrogen generator and have had very good results. It is able to keep up with our demand and we never have to wait for the system to catch up. We also purchased the Inflater system so we can do 5 tires at a time while our technician is changing oil on the vehicle. Average time to deflate and inflate 3 times is 14 minutes.

The most common comments made by our customers are improved gas mileage and a better ride. The thing I like the most is when one customer is telling the other customers in the lounge about their improved mileage after inflating with nitrogen.

We put a flyer in our customer reminder letters, brochures in the customer lounge and on the advisors desks, and a \$3.00 spiff for the advisors for each retail sale at \$34.95. We paid off our generator in 2 ½ months.

We chose Branick over other brands for three reasons:

- 1) The company builds their own generators and helped me make the right equipment decisions.
- 2) The references from other customers recommending Branick.
- 3) Marketing, this was my biggest reason to go with Branick. Their brochures, help with advertising, and listing our dealership on getnitrogen.org. We had a customer who heard about nitrogen, went to their computer and checked the savings calculator and information. Checked for the nearest dealer, and came right to our door.

Scott Rutherford
Red Noland Cadillac
Fixed Operations Director