

advertising & promotions

A comprehensive business-building program Expert Plus features an integrated marketing strategy featured on billboards, online advertising, and the microsite "savingsquirrels.com".

Drive consumer traffic to your door with exciting offers & compelling advertising.

Get rewarded for sales with exciting premiums and incentives.



Online Advertising

www.savingsquirrels.com

Consumer Promotions



Installer Promotions



Radio

Outdoor Advertising

Termecc reserves the right to modify this program at any time in any way, or to cancel program and/or offers at any time.

products

Application-Engineered Technologies
The industry leader in manufacturing both OE and aftermarket ride control products.

Full-Line Product Offering
A complete line of OE and aftermarket replacement products and accessories.

Product Support
Toll-free technical support provides product, installation and technical training information.

Points Program
Earn points for submitted end tabs.

Toll-Free Tech Support
1.800.984.6563, Monday - Friday
8:30 am - 5:30 pm EST

Earn points for Monroe Shocks & Struts



Shop Thermometer (Indoor / Outdoor)

Ride Height Specification Chart

EXCLUSIVE Preferred Customer Rebate Coupons (5)

4 more 100 BONUS POINTS

"4 More" Bonus Point Card

Preferred Customer Rebate Book Includes 3 Coupons

Work Gloves (2 pair)

ERIS

Dealer Locator

Open/Close Sign

Floor Decal

REPLACE YOUR SHOCKS AT 80 000 KILOMETRES SAVE A SQUIRREL!

OPEN

ERIS

REPLACE YOUR SHOCKS AT 80 000 KILOMETRES SAVE A SQUIRREL!

MONROE SHOCKS & STRUTS

contents

The Expert Plus Kit includes exciting point-of-sale and incentive material promoting Monroe products...everything you need to profit from program participation.

NEW! Early Enrollment Sweepstakes! Enroll by March 15th, 2009 to be eligible!

Extensive Service and Support
Expert Plus Headquarters:
1.800.531.7814
M - F, 9 am - 5 pm EST



NEW!
"The Monroe Squirrel Speaks Out!" Ongoing tech tips.
"Ask the Monroe Squirrel!" Email the squirrel your questions and he'll send an answer!
"Where's That Squirrel?" A quarterly contest with prizes if you guess where he'll be next!



connect

- www.expert-plus.com
Your one-stop destination for all the information you need to participate. Visit often to get the most current news and program updates!
- 100 Points for Email Address**
Make it easier for us to communicate with you!
- Quarterly e-newsletter
- Promotion Materials Section
Download posters, ad slicks and coupons.
- Monthly Points Statements
- Links to All Tenneco Sites
- Points for End Tabs
- Dealer Locator
- ERIS Downloads
- Online Tests
Visit the website often as tests are available only a few months at a time.
- Online Rewards
Choose from many new branded items from the Expert Plus store.
- Online Auction
Bid online with Expert Plus points for exciting rewards and choose from monthly and quarterly rewards selections.



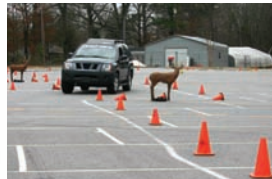
train

Monroe provides ongoing professional training for technicians nationwide. The Expert Plus program drives business through driving safety, helping technicians educate consumers about ride control maintenance.

Business Meetings



Ride and Drive Program



Motorist Assurance Program



Online Training



The Motorist Assurance Program provides strict guidelines for technicians to follow when assessing product conditions.



Monroe Expert Plus Clinics address customer contact, conducting inspections, product replacement, replacement recommendations, and effective selling.

Ride and Drive Program helps technicians experience the benefits of ride control replacement through a hands-on experience behind the wheel.

Online Training
Expert Plus features 4 new tests in ride-control and emissions – take the tests and earn points!