



**Training Manual  
2009**



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## **THE IMPORTANCE OF TIRE PRESSURE**

Even a novice motorist knows that oil is vital to the operation of an engine and as a general rule, check it on a regular basis. These same motorists understand the importance of inflation pressure in the tire, yet they continue to use the "boot-o-meter" or visual check to monitor their tire pressures, if they bother to check at all before a problem occurs. That's like checking oil by putting your hand on the hood to determine if the oil needs to be changed or if oil needs to be added, without pulling the dip stick. We are constantly operating our vehicles with tires in an under-inflated condition.

Countless accidents and fatalities occur due to under inflation. Millions of gallons of fuel are wasted and millions of tires prematurely wear out due to under-inflation, increasing fuel demand, and increasing emissions and pollution.

- Oil is vital, so is the tire pressure.
- Failure to properly check pressure
- Accidents, Fatalities
- Wasted Gas
- Landfills
- TPMS systems.

## **THE CONCEPT OF NITROGEN USE IN TIRES**

The concept of nitrogen use in tires is not new. The benefits have been known to the tire industry for many years and particularly in the high tech sectors such as; aerospace, commercial and military aircraft, Formula One racing, and NASCAR.

With solid scientific evidence and these high tech sectors using nitrogen, that is proof positive of the benefits of nitrogen inflation for your customers, the driving public. With these facts in mind, why has this technology and the benefits of high purity nitrogen tire inflation not been available to the driving public? In the past, nitrogen generation was neither affordable, nor practical or easily supplied. With the advancements in membrane separation technology, nitrogen is now available, at high purity, at an affordable price for your customers.

- Nitrogen has been used for many years for tire inflation in many high tech sectors.
- Aerospace, commercial aircraft, US military, heavy equipment
- NASCAR, Formula One
- Testament to high purity nitrogen benefits



## **N2REVOLUTION, INC. INTRODUCES PURIGEN98**

N2Revolution, Inc. has introduced the latest advancements in air separation technology that allows the industry to supply high purity nitrogen to their customers for tire inflation.

It is in fact cost effective, reliable, and easy to use.

Our Purigen98 Dealer Program offers an exclusive membership into a group of authorized Purigen98 dealers and is creating the infrastructure for the driving public to get Purigen98, nationwide.

High purity is the key to the benefits of using nitrogen as a tire inflation medium. Purigen98 is the only company that guarantees a purity level of 98%+ insuring that you will, in fact get the benefits of High-Purity nitrogen in your tires.

More on High-Purity later... but put purity level in your mind and keep it there.

- Nitrogen unavailable in the past
- Purigen98 system is affordable
- Purigen98 system is easy to use and practical
- Exclusive membership as Authorized Purigen98 dealer

### **WHY NOT COMPRESSED AIR?**

The air we breathe consist of 78% nitrogen, 20.9% oxygen, and 1% other gasses. Compressed air contains the same 78% nitrogen, 20.9% oxygen, moisture, plus oil and other contaminants. Think for a moment, if compressed air is already 78% nitrogen, what good is additional 20% nitrogen? There is still 20.9% of compressed air in the tire which is comprised of oxygen, combined with moisture. Both are the enemies of our tires.

Oxygen molecules are very active and actually permeate through the tire rubber causing a constant loses in tire pressure. On average a tire will lose 5% of its pressure, approximately 2-4 lbs. of pressure per month.

No tire is impermeable, tire manufacturers know this, and they put inner liners in the tires to combat the loss of pressure, at best slowing the permeation down.

Oxygen allows moisture to attach and travel with it through the tire walls. During this journey through the tire walls, the compressed oxygen and moisture start to chemically react with the rubber compounds in the tire, causing oxidation and premature aging of the tire. Have you ever had a rubber band snap when you pulled on it? That is the effects of oxidation. The oxygen and moisture react with the chemical compounds of the rubber band causing it to lose its elasticity and become more brittle. This is a very simple example, but the same thing is happening to our tires when we inflate with compressed air containing oxygen, moisture, oil and other impurities.

Tire manufactures understand the oxidation and put anti oxidants in the tire to combat the oxidation process. However the anti oxidants are short lived and are exhausted very quickly. Once the anti oxidants are exhausted the oxidation process dramatically increases.

Where else could oxidation affect our tires? How about the entire wheel assembly? Rusting of our steel wheels, pitting of aluminum wheels and flaking of chrome wheels are effects of oxidation. These particles

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of rust may get caught in the valve core causing minute leaks. The rubber seal on the valve core becomes brittle from the oxidation, causing additional leaks and loss of pressure.

In review, compressed air loses pressure too quickly and allows the oxidation to deteriorate our tires and wheel assembly prematurely. Significant changes in pressure occur because of moisture from cold to hot. Under-inflation creates more rolling resistance and along with the loss of elasticity creates more heat. Heat is the other major enemy of our tires.

- 78% nitrogen, 20.9% oxygen, 1% other
- Moisture, oil and other contaminants
- Oxygen and moisture are the enemy
- Loss of pressure
- Oxygen + Moisture = Oxidation
- Premature aging
- Rusting, Pitting, flaking of wheels
- Increased rolling resistance
- Significant pressure changes from cold to hot
- Increased heat

## **THE CONCERN OF UNDER-INFLATION**

Under-inflation is a major concern and causes many problems that we need to address. As a matter of fact, as automotive professionals, it is our responsibility to keep our customers abreast of these problems and to keep them informed of new technologies and developments that will address them.

Remember our customers are not the experts, we are, and they depend on us, as professionals. It is our solemn duty to keep them informed. I find the effects of under-inflation astonishing and I believe you and your customers will too.

- 90% of all tire related accidents are caused by under-inflation.
- 95% of tire related fatalities are due to the effects of under-inflation.
- Under-inflated tires adversely affect braking, traction, handling, steering and overall safety.
- Under-inflated tires created additional rolling resistance increasing fuel cost and tire wear.
- According to Goodyear and Michelin, running tires 20% under-inflated can reduce tire life by 50%.
- The US Department of Energy reports 10 million gallons of gasoline are lost everyday, due to 85% of the driving public operating a vehicle with at least one tire under inflated. A driver burns 2% more fuel if just one tire is 10% low. 20% low means 4% more in fuel cost. You paid \$3.00 a gallon for gas and you have one tire 10% low, your actual driving cost is \$3.06 per gallon. And with one tire 20% low, your actual cost is \$3.12. That is significant money and adds up quickly.
- Under-inflation causes overheating of tires and stresses them in several ways, including uneven tread wear.
- By far, the single most critical factor for maximizing tire life and minimizing the chance of catastrophic failure is to maintain the proper inflation pressure for a given tire size and load. All manufacturers, tire and auto, agree properly inflated tires last longer and provide more safety.



## UNDER-INFLATION QUICK FACTS

- It is your responsibility as a tire professional to educate your customers.
- 90% of all tire related accidents is related to under-inflated tires.
- 95% of all tire related fatalities are related to under-inflated tires.
- An under-inflated tire adversely affects braking, traction, handling, steering, and overall safety.
- Under-inflated tires cause increased rolling resistance
- 85% of the driving public has an under-inflated tire.
- 10 million gallons of fuel is lost daily due to under-inflated tires.
- 10 million tire carcasses a year are created due to under-inflated tires.
- 10% under-inflated = 2% more in fuel cost.
- 20% under-inflated = 4% more in fuel cost.
- 20% under-inflated = 50% lose of tire life.
- Overheating, stress, uneven wear are the result of an under-inflated tire.
- Tire fatigue and failure are the result of an under-inflated tire.
- The Federal Government now requires TPMS systems on all new cars and stresses monitoring tire pressure and maintaining proper inflation pressure.
- Consistent pressure offers many benefits.

## THE BENEFITS OF CONSISTENT PRESSURE

Tires consistently inflated to the proper pressure, over a longer period of time, offer better handling, better braking, better traction, less chance of tire failure and ultimately a safer ride. In addition, properly inflated tires maximize tire life and fuel economy. Less fuel is consumed by being more fuel efficient, which decreases petroleum fuel demand and reduces emission and pollution.

## WHAT IS NITROGEN

Nitrogen is a dry, inert gas used to inflate airline tires, military vehicles, heavy equipment, off road truck tires, trucking and bus fleets, and race cars. There are many other applications, including the medical field, the energy industry and food processing, to name a few. Professional users include NASCAR, Formula One, all commercial airlines, the US Military, and even Air Force One. 78% of what we breathe everyday is Nitrogen. Nitrogen is an inert gas has a less active molecular structure than oxygen and disperses heat more quickly. Nitrogen is non-flammable, with a reduced chance of flash-point explosion. Nitrogen doesn't allow moisture to attach resulting in a dry gas. With the development of membrane separation technology, it is now possible to remove oxygen and moisture, along with other contaminants, and to provide a high level of nitrogen purity, for the driving public.

Now the public can take advantage of the benefits of Purigen98, which in the past, was only available to large users. The key to getting the full benefits of nitrogen as a tire inflation medium is to eliminate as much of the oxygen, moisture and impurities as possible. 98% pure nitrogen is an absolute necessity, as stated earlier it takes very little oxygen and moisture to cause the problems. High purity nitrogen may



someday be the standard tire inflation medium used, we will no longer use compressed air. The benefits are simply too great.

- Nitrogen is a dry inert gas.
- Many high tech and professional applications use nitrogen inflation.
- NASCAR, Formula One, Commercial Airlines, NASA, US Military & heavy equipment all use nitrogen inflation.
- Nitrogen has less active molecules (smaller vs. larger).
- Nitrogen is non-flammable, with a reduced flash-point.
- Nitrogen comprises 78% of what we breathe.
- Nitrogen utilizes membrane separation technology.
- 98%+ purity is the key.

### **WHY USE NITROGEN?**

Gaseous solubilization and permeation occurs when the pressurized air inside a tire is seeking equilibrium with the atmospheric air pressure outside the tire. Rubber is not impermeable. Over time, the pressurized air inside a tire slowly migrates and permeates its way into and through the tire. On average, tires will lose approximately 5% or 2-4lbs of pressure per month because of the permeation of oxygen molecules through the tire. High purity nitrogen of at least 98% will take 4-6 months to lose the same 2-4lbs of pressure. High purity PurigenN98 will stabilize the tire at the proper pressure over a longer period of time.

Remember the effects of under-inflation? PurigenN98 will consistently keep tires inflated at the proper pressure over a longer period of time. Proper inflation pressure means less rolling resistance. Less rolling resistance results in less heat, less wear and tear and better fuel economy. Proper tire pressure consistently over a longer period of time means better handling, better traction, better braking, and better steering. Tires properly inflated at the proper pressure have less risk of blow out and tire failure. Combine all this and you ultimately get a safer ride. Stabilized tire pressure is the first reason to use High-Purity PurigenN98, as a tire inflation medium.

Compressed air contains oxygen and moisture. You have a constant loss of pressure due to the oxygen molecules migrating through the tire. In addition, oxygen and moisture combined are very corrosive, chemically reacting to the chemical compounds of the rubber causing oxidation. Oxidation causes premature aging of the tire and a loss of elasticity. Oxidation will attack the steel belts and deteriorate our entire wheel assembly, rusting steel wheels and pitting aluminum wheels. The oxygen and moisture causes deterioration of our entire wheel assembly. Along with heat, the oxygen and moisture attribute to a tires early destruction. High-Purity PurigenN98 virtually eliminates the effects of oxidation. By removing the oxygen and moisture and delivering 98% pure nitrogen, a reduction in rubber oxidation is achieved and the useful life of a tire is dramatically improved. Eliminating the oxidation stops the deterioration of our wheel assembly, no more rust, no more pitting.

- Rubber is not impermeable.
- 5% loss of pressure due to oxygen molecules
- Tires will last 4-6 months longer with nitrogen inflation.
- High-Purity nitrogen inflation will maintain consistent inflation pressure.
- High-Purity nitrogen will create less rolling resistance.
- Better handling, traction, braking, steering, less risk of blow out, safer ride.
- High-Purity nitrogen inflation maximizes fuel economy and tire wear.
- High-Purity nitrogen inflation eliminates the oxidation process.

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## PURIGEN98 VS NITROGEN

When you sell Purigen98 to your customer, take pride in the fact that you are providing them with the highest purity level on the market, guaranteed to be 98% insuring that they will, in fact get the full benefits of using nitrogen as a tire inflation medium.

Why Purigen98? Rest assured that not all nitrogen generators are the same nor is the purity level of nitrogen produced the same. N2Revolution, Inc. has developed the most efficient nitrogen generation machine on the market today, The Nitroflator. Pressure, volume, and temperature must all be taken into consideration to ensure the efficiency of the generator, along with the required high level of purity. N2Revolution, Inc. is the only manufacturer to address all three, with special attention to temperature. N2revolution's patent pending design has resulted in a totally different generator, which will benefit its owners for years to come and insure the highest guaranteed level of purity, 98%, under any temperature conditions. We even put it in our product name, Purigen98.

Your customers deserve the full benefits of nitrogen inflation and Purigen98 delivers those benefits with no compromises. Purigen98 is being branded as the "premier" tire inflation gas, one that your customers will recognize and ask for. Our national and local advertising, public relations and customer relations and consumer education will ensure our brand name. You will be recognized as an authorized dealer for Purigen98. You will distinguish yourself from all other competition.

HIGH-PURITY, HIGH-PURITY, HIGH-PURITY, You have heard this through the training. What is the big deal with High-Purity nitrogen? As stated earlier, all nitrogen machines are not equal nor is the level of purity produced equal. Ford Motor Company has done extensive studies on nitrogen, and concludes that a minimum of 95% purity must be reached in the tire in order for your customer to get the full benefits of nitrogen inflation. Anything less and the benefits dramatically diminish. There are numerous scientific studies that reinforce the need for a minimum of 95% purity in the inflated tire. The evidence is solid that a high level of purity, at least 95% in the tire, is absolute.

There are a number of nitrogen generators on the market which were designed 6-7 years ago. Virtually all generators on the market produce 95% purity nitrogen, except Purigen98, which guarantees 98% pure nitrogen. This sets Purigen98 apart from all competition.

If you deflate a tire, do you get all the oxygen and moisture out of it? No, you will always have some residual oxygen and moisture left in the tire. As a result of this residual, when you inflate a tire with 95% pure nitrogen you will have a diluted purity level of 90-92% nitrogen, well below the required 95% purity to get the full benefits of nitrogen inflation. Remember, it takes very little oxygen and moisture to cause the problems associated with compressed air. You must remove as much of the oxygen and moisture as possible. Any purity level under 95% in the tire will dramatically diminish the benefits. You can completely fill a tire with 95% nitrogen and release it in an effort to purge the residual oxygen and moisture, even twice, but will not get above the 95% purity requirement.

N2Revolution, Inc. took advantage of the most recent studies and designed the Purigen98 system to specifically meet that 95% purity requirement. Our generator is guaranteed to produce 98% purity. Take that same deflated tire with the residual oxygen and moisture in it, inflate the tire with 98% pure Purigen98 and you will have a resulting purity level at least 95% in the tire, achieving the required 95% purity to give the full benefits of nitrogen inflation.

By following our protocol you will achieve 95% or above pure nitrogen in the inflated tire. Purigen98 guarantees to produce 98% nitrogen and insures your customers will get the full benefits of nitrogen tire inflation. There is only one way to consistently achieve a purity level of at least 95% in the tire and that is to deliver at least 98% pure nitrogen from the onset. Even vacuum systems, which add cost and time in an additional step, will not significantly increase the purity in the tire when inflated with 98% Purigen98.





## **PURIGEN98 VS NITROGEN, cont.**

- All Nitrogen generators are not equal.
- Purity levels are not equal.
- Purigen98 delivers brand name recognition
- Support and training of other companies is not equal to Purigen98.
- Pressure, volume and temperature are key factors. Pay special attention to temperature
- Must achieve 95% nitrogen purity in the tire for full benefits.
- 95% purity from the generator is too low.
- 98% purity from the generator is an absolute requirement to reach 95% in tire.
- Fewer than 95% nitrogen purity in tire diminished benefits.
- 95% delivered + 90-92% in the tire = too low.
- 98% delivered + 95% in the tire = full benefits of nitrogen tire inflation.
- Purigen98 system is specifically designed to meet high purity requirement.

## **ADVANTAGES TO YOUR CUSTOMER**

Purigen98 will stabilize the tire pressure for your customers consistently over a longer period of time. They will get consistent proper pressure up to 6 times longer than compressed air. Consistent, proper pressure over a longer period of time will give them less rolling resistance, with less rolling resistance your customers will get better fuel economy and better tire wear. Less rolling resistance means less heat build up, heat is another enemy of our tires.

All manufacturers, auto and tire, agree that proper inflation results in better traction, better handling, better steering, less risk of blowouts and tire fatigue. Combine all these benefits and overall your customers get a safer and smoother ride. All because of consistent, proper inflation pressure over a longer period. In addition by removing the oxygen and moisture and delivering 98% pure dry nitrogen the oxidation process is virtually eliminated and a lengthening of the tires life is imminent. No more premature aging, no more deterioration of the steel belts, no more rust on steel wheels, no more pitting on aluminum wheels.

- High-Purity nitrogen inflation maintains proper tire pressure up to 6 times longer.
- High-Purity nitrogen inflation creates less rolling resistance & less heat build up.
- Less rolling resistance means better fuel economy.
- Less rolling resistance means your tire will wear better.
- High-Purity nitrogen inflation gives better handling, better braking, better traction, better steering and an overall smoother ride.
- Nitrogen inflation reduces risk of blowouts and tire fatigue.
- High-Purity nitrogen inflation creates an overall safer ride.
- No more oxidation with High-Purity nitrogen inflation.
- No more rusting and pitting with High-Purity nitrogen inflation.
- No more premature aging with High-Purity nitrogen inflation.



## **PURIGEN SECURE™ 24-Hour Roadside Assistance & Tire Replacement Program**

With the purchase of Purigen98 at participating Purigen98 dealers, customers will be eligible to become a member of our **PurigeNSecure Program**. PurigeNSecure offers the peace of mind in knowing that help is available whenever a problem occurs with your tires.

### **The major benefits of PurigeNSecure:**

- **24-hour Towing Benefit:** As a member of our Roadside Assistance Program, you will not be required to pay any additional fees when your service is for a tow of up to 15 miles or other covered service that does not exceed the benefit limit of \$100.00 per occurrence. Your membership continues for a period of 12 months from the date of Purigen98 purchase and registration. This is not a vehicle liability insurance contract. This is not a vehicle physical damage insurance contract. Service obtained from any other source other than a properly licensed and insured roadside assistance provider is not covered and is not reimbursable.
- **24-Hour Roadside Assistance:** You will be given an 800 number for your 24-hour emergency roadside benefits. **IMPORTANT:** Please be with your vehicle when the service provider arrives, as they cannot service an unattended vehicle. Towing provided for up to 15 miles at no charge to member. Additional mileage is the responsibility of the member and will be negotiated prior to sending out service (extrication is included - one truck 1/2 hour).
- **Delivery Of Necessary Fluids:** Including gasoline, water, oil, or any supplies necessary to send a member's vehicle on its way (member responsible for actual cost of fluid or supplies requested).
- **24-hour Flat Tire Change:** Includes changing a flat tire with your good spare.
- **24-hour Jump-Start:** Includes tightening or cleaning of cables, jump-starts, minor adjustments to alternator.
- **24-hour Lock Out Service:** If you are accidentally locked out of your vehicle, we will help you gain entry to your locked vehicle.
- **Emergency Tire Repair/ Emergency Tire Replacement:** In addition to free roadside assistance service, members are entitled to \$150 tire repair/replacement reimbursement. This agreement is between the Agreement Holder (YOU) and Nation Safe Drivers (We/Us). It provides reimbursement for tire repair/replacement up to \$150 if the tire becomes unserviceable due to a Road Hazard covered under this limited Agreement. Unserviceable means that the tire has been punctured or otherwise damaged to the extent that it is unsafe. Tire damage that is cosmetic in nature and that does not render the tire unserviceable is specifically excluded. In the event that your tire is not repairable, we will reimburse for the cost of a new tire (up to \$150). A Road Hazard is a condition on a public roadway which should not exist there, such as potholes, nails, glass, or other road debris. Coverage is limited to a total payout of \$150 only during the twelve (12) month coverage period. Motorcycle tires must have a minimum of 4/32" tread remaining to qualify for coverage & coverage on motorcycle tires is limited to a total payout of \$50 per registered motorcycle during the twelve (12) month coverage period. For claim reimbursements call 888-684-9327 M-F 9:00 AM - 4:30 PM EST.



## **PurigenSecure Program, cont.**

- New Dealer Revenue Stream
- Added customer Retention and Loyalty tool
- Enhances Customer Satisfaction
- Monthly News Letter
- Annual renewal notice
- Customized member labels for dealer

### **Dealer Sales Ideas**

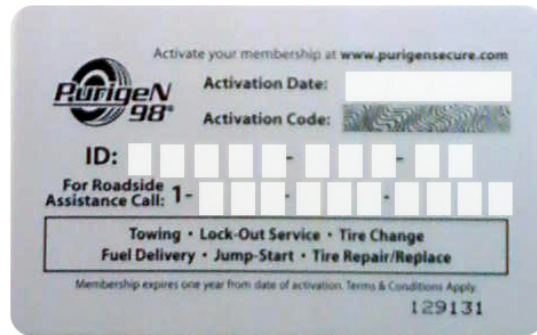
- Incentive to purchase Purigen98
- Tire Sales
- Used Car sales/pre load
- F & I
- Sales Department
- Service Department
- Menu Sales in Service and F & I
- Continued annual sales opportunity
- Every customer is an opportunity
- Additional provider a customer plus
- Tire Hazard provides coverage that is usually excluded in new car road side assistance from the manufacturer



## PurigenSecure MEMBERSHIP ACTIVATION INSTRUCTIONS



FRONT



BACK

To activate membership, go to [www.purigensecure.com](http://www.purigensecure.com)

- 1) Rub off the security foil on the back of the card to reveal Activation Code.
- 2) Enter the activation code printed on the PurigenSecure label. Click "Submit".

Activate your membership at [www.purigensecure.com](http://www.purigensecure.com)

Activation Date:

Activation Code: **PDQ51200001**

ID:

For Roadside Assistance Call: 1-

Towing • Lock-Out Service • Tire Change  
Fuel Delivery • Jump-Start • Tire Repair/Replace

Membership expires one year from date of activation. Terms & Conditions Apply. 129131

DEALER LOCATOR

VISIT OUR ONLINE STORE

CLICK-TO-CALL A PURIGEN98 REPRESENTATIVE

PurigenSecure REGISTRATION

Only three easy steps:

- 1 Enter your activation code below:
- 2 Fill out the form on the next page.
- 3 Confirm your information.

PDQ51200001

Submit

Assistance is only a phone call away!

Purigen98™ is dedicated to your safety and peace of mind. Your Purigen98™ purchase entitles you to a FREE one year membership in the PurigenSecure™ Road Club. When on the road you are covered and protected by an organization that cares. Our customer service representatives respond quickly to provide you the best service and protection available anywhere.

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3) Fill out the form with member information. Click "Submit" button.

**REGISTRANT INFORMATION**

First Name: \* Deana Last Name: \* Brown  
 Home/ Work Phone: 954-555-1212 Mobile Phone: 954-555-6464  
 Address: \* 4100 Galt Ocean Drive #705  
 City: \* Fort Lauderdale State/Province: \* FL  
 Zipcode: \* 33308 Email: \* dbrown@purigen98.com

**VEHICLE INFORMATION**

Year (ex.2001): \* 2001 Make (ex. Chevrolet): \* Honda  
 Model (ex. Corvette): \* S2000 Vehicle VIN: \* JMAP45698YN9087

Yes! I would like to receive product information and tire pressure check reminders from Purigen98.

\* THESE FIELDS ARE REQUIRED IN ORDER TO PROCESS YOUR REGISTRATION

Submit button

4) Confirm that the information entered is correct. If information needs to be modified, click the "EDIT INFORMATION" button. If information is correct, click the "CONFIRM INFORMATION" button.

**3 REVIEW YOUR INFORMATION. CLICK CONFIRM TO COMPLETE REGISTRATION.**

Activation Code: PDQ51200001 (pre-printed on label)  
 Activation Date: 07/08/2008

**CUSTOMER INFORMATION**

First Name: Deana  
 Last Name: Brown  
 Email: dbrown@purigen98.com  
 Address: 4100 Galt Ocean Drive #705  
 City: Fort Lauderdale  
 State: FL  
 Zipcode: 33308  
 Home Phone: 954-555-1212  
 Mobile Phone: 954-555-6464

**VEHICLE INFORMATION**

Vehicle Year: 2001  
 Vehicle Make: Honda  
 Vehicle Model: S2000  
 VIN: JMAP45698YN9087

**DEALER INFORMATION**

Name: Testy Tires  
 Address: 523 Sawgrass Corporate Parkway  
 Phone: (866) 441-8473

Click here if you need to modify your information.  
 **CLICK THE "CONFIRM INFORMATION" BUTTON TO COMPLETE YOUR REGISTRATION**

"CONFIRM INFORMATION" button

"EDIT INFORMATION" button

The "CONFIRM INFORMATION" button must be clicked in order to complete the membership registration.





Your PurigeNSecure™ Program membership is now activated. Write Activation Date, ID & Toll Free Phone number onto your PurigeNSecure™ card. Print this page for your records. You will be required to provide a copy of this registration when filing a claim. You will also receive a registration confirmation by email if provided. Your Activation Number is not your “Member Number” and your Member ID is now the “Producer-Product-Plan” Code. These are the two things you will be asked for when you call for assistance or are making a claim.

**Congratulations!**  
Your PurigeNSecure Road Club Membership is now activated.

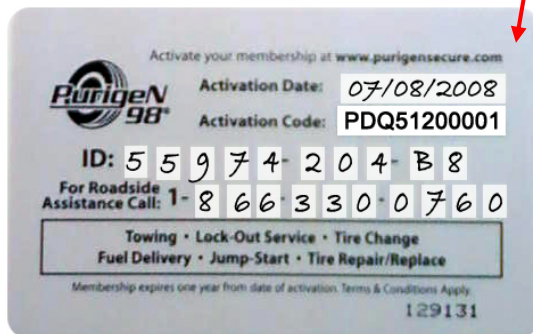
PLEASE WRITE THE HIGHLIGHTED INFORMATION BELOW ON YOUR ROAD CLUB LABEL & PRINT THIS PAGE FOR YOUR RECORDS.

<b>Member Number:</b>	<b>PDQ51200001</b>
<b>Producer-Product-Plan Code:</b>	<b>55974-204-B8</b>
<b>Toll-Free Number:</b>	<b>1-866-330-0760</b>
<b>Activation Date:</b>	<b>07/08/2008</b>
<b>Expiration Date:</b>	<b>07/08/2009</b>

CUSTOMER INFORMATION	VEHICLE INFORMATION
<b>First Name:</b> Deana	<b>Vehicle Year:</b> 2001
<b>Last Name:</b> Brown	<b>Vehicle Make:</b> Honda
<b>Email:</b> dbrown@purigen98.com	<b>Vehicle Model:</b> S2000
<b>Address:</b> 4100 Galt Ocean Drive #705	<b>VIN:</b> JMAP45698YN9087
<b>City:</b> Fort Lauderdale	
<b>State:</b> FL	
<b>Zipcode:</b> 33308	
<b>Home Phone:</b> 954-555-1212	
<b>Mobile Phone:</b> 954-555-6464	

DEALER INFORMATION
<b>Name:</b> Testy Tires
<b>Address:</b> 523 Sawgrass Corporate Parkway
<b>Phone:</b> (866) 441-8473

[CLOSE THIS PAGE](#)



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## DEALERSHIP BENEFITS

The PurigeN98 Dealer Program provides an excellent opportunity to add to the profit, increasing the bottom line and making a positive contribution toward the fixed absorption cost of the dealership. You are thinking how we make a profit selling air, it has always been free. In reality it has never been free, compressors cost money, energy to run the compressors and labor cost to service tires with so called free air. Our customers demanded it for free, you have a tank full, it's just the air we breathe, and it's all around us.

If you properly present the benefits of high purity PurigeN98, they will perceive a value, a real value for their dollar and they will pay for that value, along with your services and your expertise. The benefits of PurigeN98 are self evident and will be accepted by your customer and willingly paid for. Our dealers average 150 conversions a month at \$40.00 each. That adds up quickly.

Don't confuse PurigeN98 as a product for new tire sales only. I believe it is a great incentive to buy new tires from your dealership. It distinguishes you from all competition. However the real profit comes from converting your existing customers coming through the service drive. Remember, 85% of the driving public has at least one under-inflated tire, which means 85% of the customers coming through the service drive are potential candidates for PurigeN98. Quite frankly, you need to keep that all important paycheck coming and growing. In order for that to happen we need to add to the profitability of your department. PurigeN98 is in fact a super income producer.

Customer satisfaction is one of our most valuable assets. It may not always be a fair evaluation, but it is the system, and in the automotive business, CSI makes our world go round. There is not one person in your dealership that does not have a real responsibility toward customer satisfaction. From the front desk to the back of your facility, everyone bears responsibility and it is to your benefit that everyone keeps the "customer satisfaction index" at its highest level possible. How do we increase and maintain our CSI scores. Simple, we enhance the ownership experience of our customers. Your customers trust and believe in you and your expert advice. They depend on you to keep them informed about new technologies and developments. When you inform a customer about PurigeN98 and its benefits they will appreciate your advice. We often take this for granted. They may or may not buy PurigeN98, but when they leave they will feel good about you and your dealership.

"George is keeping me up to date on new products I might need and ABC Motors is ahead of the curve, out in front with new technologies and is keeping their employees up to date. I feel good about that".

If they feel good about you and your dealership when they leave, you have enhanced their ownership experience and that will result in better CSI. All from simply educating your customer on the benefits of high purity PurigeN98.

As a service advisor, how do you make money? Shaking hands, selling service and writing service tickets. As a technician, how do you make money, turning wrenches and beating the time? As a salesperson again you're shaking hands and building relationships. How do we increase our income? We must set ourselves apart from the competition and we must see our customers more often. We need to see our customers for all their service needs not just warranty. Better customer retention and loyalty is a must in today's competitive market. Experience has shown us that when a customer gets nitrogen in their tires, they become somewhat religious about it. They don't want anyone else to touch their tires. You have probably already experienced a customer who wants warranty work done but advises you not to touch their tires, they have nitrogen and you don't. Where are these same customers getting their service and maintenance work done? The same place that they got the nitrogen from. We need to recoup that customer and create the same loyalty in our existing customer base.





When you convert a customer to Purigen98 you are going to provide pressure checks and top offs for free for the life of the tires. A blue valve sleeve and cap will be placed on the valve stem and a Purigen98 static cling sticker will be placed on the windshield, like the oil change sticker. These items identify the customer as a Purigen98 user, advisors know they don't have to resell and techs know to service the tires with Purigen98 not compressed air. The static cling sticker also identifies the customer. What is the underlying reason for the blue sleeves and static sticker? How do our customers check their tire pressure, they look at their tires and what do they see? The blue valve sleeve, I got Purigen98 in my tires at ABC Motors. I need windshield wipers, a discount auto part is on the way home but they can't check my tires. ABC Motors will check my tires and I will get the wipers from them while there. With only one stop. Retention and loyalty, now the service advisor gets a chance to shake hands and up sell services and products. Sales get a chance to see their customer and enhance their relationship with the customer. This same customer is driving down the road, looks up and realizes he needs an oil change in 100 miles.

"I can get the oil changed at the quick lube near my office, but they don't have Purigen98. I don't want my tires serviced with compressed air. ABC will service my tires for free with Purigen98 and I can get my oil changed at the same time with only one stop."

Again, the advisor gets a chance to shake hands and to up sell services and products. Another chance for techs to turn wrenches. Another opportunity for sales to enhance their relationship with the customer. Building better customer retention and loyalty has to be one of our highest priorities. The Purigen98 Dealer Program is absolutely the best customer retention and loyalty tool we have seen in our industry in 25 years. It works. Customers won't allow anyone else to touch their tires. You see a car with green valve caps; they have nitrogen in their tires.

*"Mr. Customer, I see that you have nitrogen in your tires, we now have nitrogen and can service your tires, as a matter of fact, at a higher purity level than you currently have. It's called Purigen98."*

Recouping customers is important.

Pre loading new and used units will marry the customer to your service department. The benefits to you?

- Increased profit
- Increased customer satisfaction
- Increased customer retention
- Increased customer loyalty
- The ability to up-sell services and products
- Selling opportunities for all departments

## **HOW DO YOU SELL Purigen98?**

The first step in selling Purigen98 is up to you. You must develop an understanding of how and why Purigen98 works, and to understand the importance of High-Purity. You need to develop a belief in Purigen98 and its benefits. With an understanding and belief you will be able to practice selling Purigen98 to your customers with confidence. Professionals understand, believe in and practice what they do. We are providing you the information you need for an understanding of Purigen98 and nitrogen as a tire inflation medium. Search the web; find out everything about nitrogen tire inflation. Study the POS material and the printed form of this Manual. Call our office anytime with your questions. Develop a 20 second Purigen98 sales presentation for your customers. Be prepared to present Purigen98 to customer.

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Educate your customers; keep POS material on your desk. Make sure POS material is distributed throughout the dealership. Brochures should be on the service advisors desk, the waiting room, the cashiers counter, the parts counter and the receptionist desk. All sales desks should display brochures as well as the Business Office. Give every customer a PurigeN98 brochure. Place posters in high visibility locations and use the banners to get your customers attention. Remember you are announcing the fact that you are an authorized dealer for PurigeN98. Your customers will ask questions opening the door for your presentation.

Consider pre loading all inventories, new and used. It gives your salespeople another point of conversation and a means of distinguishing your dealership from competition. It also marries that car buyer to your service department; you can service their tires with the highest purity nitrogen, PurigeN98, available. No one else can deliver PurigeN98. Communication between techs and advisors is crucial; techs should let the advisor know of low tire pressures. This is the perfect time to explain the effects of under inflation and present PurigeN98 to your customer as a solution.

Remember what a customer is looking for when he or she is spending their money: VALUE FOR THEIR DOLLAR. Our customers must believe they are receiving a real value for their dollar, regardless of what we are selling them. When presented the right way, your customers will see the benefits in converting their tires to PurigeN98. The benefits sell themselves. With that perceived value they will pay for PurigeN98 and feel good about it. Customers are converting their tires all across the country at a rapid rate and paying an average of \$39.95 to do so.

Become a testimonial. I would challenge you to check your gas mileage, do it correctly and know exactly how many miles per gallon you are getting. Check your tire pressure and write down the pressure in all four tires. Then convert your tires to PurigeN98, and check your miles per gallon. Keep track of how long it is before you have to add pressure to your tires. You will be a walking testimonial for PurigeN98. It's pretty hard to sell a customer a product when you are not a user and embarrassing if your customer asks those questions.

Above all ask for the sale, no one is going to buy unless you ask. This is elementary, but we all forget to ask for the sale. (*See best sales practices for more sales information and ideas.*)

- Educate Yourself
- Educate your customers
- Use the brochures extensively
- Display posters and Banners in High Visibility Areas
- Pre Load inventory
- Open communication between techs and advisors
- Present value
- Become a testimonial
- Ask for the sale



## WHO CAN SELL PURIGEN98?

Purigen98 is a product that almost all departments in a dealership can take advantage of.

Obviously service would be the most logical. Techs and service advisors advising their customers and educating them on the benefits of nitrogen is a natural.

Sales can take advantage of the Purigen98 program to increase gross with add-ons, use it in negotiations, use as a closing tool, another feature, advantage and benefit to share with a customer.

The business office might use it to help close tire warranties, tires for life programs, road side assistance programs. Dealers often add Purigen98 to their menus.

It is a product that has real value for the customer and they will pay for value when they realize value.

- All Departments
- Service
- Sales
- Business Office

## SERVICE SALES PRESENTATIONS OF PURIGEN98

Service advisors are in fact sales people. You advise customers, evaluate problems, and sell solutions or preventative maintenance. You have been to and taken many training classes, as well as received training from your management. Your sales staff has had that sales training to an even greater degree. We don't profess to want to teach you how to sell but to give you the information that you need to develop an understanding and belief so you can apply your skills to a new product, Purigen98. With your indulgence we would like to give some ideas for presenting Purigen98 to your customers.

We have already mentioned brochures, posters, and banners. It only makes good sense to display these prominently wherever customers congregate. Customers will read them, ask questions and in some cases simply ask for Purigen98.

Try this simple trick. Keep four of the blue valve sleeves loose on your desk. For some reason customers can't resist picking them up and asking, "What is this?"

They ask the questions, opening the door for your answer and presentation of the benefits of high purity Purigen98. It is almost too simple to work but it does.

Use the brochures extensively. No customer should leave without a brochure being presented to them. At the very least all vehicles should have a brochure placed in the car when they leave the dealership. Many dealers will attach a brochure to the final receipt, if customers have not purchased Purigen98.

Remember, this is new, and many customers will have to be educated before they buy. Your customer will read the brochure, get on the web, do their research and come back for Purigen98.

Service advisors have many products and services to present and sell to a customer and operate at a hectic pace. You don't have 30 minutes to explain your products. By using a word track, you can present the benefits of Purigen98 in a few seconds. By using a word track you make the same presentation over and over in the same way. Soon it becomes second nature and you will automatically go into your word track when talking about Purigen98. Your presentation is professional, confident and to the point.

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There is no hesitation in the presentation. Your customers pick up on this confident, professional manner in which you explain the benefits of PurigeN98. They will have confidence in your advice and will appreciate you keeping them informed of this technology and development. Write your own word track to fit your personality and memorize it, practice it with your staff, advisors and techs. By the way, word track selling will work with any of your products and solutions. It's easy, it becomes automatic, and it works.

The following is an example of a word track that I use to explain the benefits of PurigeN98. Feel free to use it or write your own. The key is to memorize it and repeat it the same way every time. Then be prepared to answer questions.

*"Mr. customer, PurigeN98 will stabilize your tire pressure 4-6 times longer than compressed air. Consistent tire pressure, longer, will result in less rolling resistance, less rolling resistance means better fuel economy, and longer tire life. All manufacturers agree, auto and tire, that consistent proper pressure will give you better handling, better traction, braking, and steering, less risk of blow out and tire fatigue. Combine all these benefits and you get a safer ride, all because of proper pressure, stabilized over a longer period of time. In addition PurigeN98 is pure dry nitrogen; all the oxygen, moisture, oil and other contaminants have been removed. No oxygen and no moisture means no oxidation, no more premature aging of your tires and no more deterioration of your wheel assembly. PurigeN98 service is only a one time cost of \$39.95 and we will provide free pressure checks and top offs for the life of your tires."*

You have explained the benefits in a concise, confident manner and provided real value for your customer in a few seconds. You have given enough information to make a decision or at the very least opened the door for questions. Again be prepared to answer them.

Evaluate your customer's needs and offer solutions. While writing the service order, present the customer with a PurigeN98 brochure. *"Mr. Customer, this is a new product we are offering to stabilize your tire pressure longer, saving you fuel cost and tire life."* Finish your write up and when you come back to the customer for approval, present your recommendations and include PurigeN98 as a recommended service. *"These are the services that we recommend and you will want the PurigeN98 for your tires also."* If the customer says yes, write the order. If the customer says no, present the benefits, ask for questions, and ask for the sale. Turn no's into an opportunity, the customer simply needs more information. Again, use your training and sales skills.

Techs are going to check air pressure and indicate that on the service ticket. Open up your lines of communication. Instead of advising your customer that the tech added pressure after the fact, take advantage of the opportunity before you are closing the ticket and sending your customer to the cashier. Techs should inform the advisor that low pressure was discovered. Now when the advisor is getting the authorization for the service, they can inform them of the under-inflation, explain the consequences of under inflation and present the benefits of PurigeN98 as a solution to the problem.

Remember, 85% of your customers will have low pressure, that's a lot of opportunity. An example of a presentation might go like this:

*"Mr. Customer, our technician discovered that your tires are 6lbs low on pressure. This is a common occurrence with compressed air. With just one tire 20% low, average 6lbs, your fuel cost will increase by 4%. At \$3.00 per gallon it will cost you \$3.12 per gallon to operate your vehicle. We have a solution, its called PurigeN98. PurigeN98 is guaranteed to be 98% pure nitrogen. High purity nitrogen will stabilize your tire pressure over a longer period of time, which will maximize your fuel economy and tire wear. It's only \$39.95 and you get free top offs and pressure checks for the life of your tires."*

Ask for the sale and be prepared to answer additional questions. Taking advantage of this opportunity during your process will result in many customers saying yes.



- Use your selling skills
- Take advantage of your training
- Keep POS material on display
- Use the branding/valve sleeves
- Always provide a brochure
- Simply add to your normal write up
- Word track selling
- Open up lines of communication
- Be prepared to answer questions

## PURIGEN98 AND THE SALES DEPARTMENT

The Purigen98 program is in fact one that the sales department can take advantage of and reap the benefits in additional sales, better CSI and customer retention. Our most successful dealerships pre-load all new and used units. Some simply offer Purigen98 as an option to be purchased. Many dealers offer Purigen98 as another product in the Business Office sometimes adding Purigen98 to their menus of products. Purigen98 can be packaged with other F&I products and used as an added incentive for those products.

Customers shop for cars based on wants and needs. As professional sales people, we match those wants and needs to features, advantages and benefits we show our customers. Our customers buy from us because they like us, and have confidence in the dealership. Purigen98 distinguishes you from all competition. It offers another point of conversation and another closing tool for you to use.

Again, the most successful Purigen98 dealers pre-load all new and used units. All inventories display the distinctive blue valve sleeves, caps and static cling stickers. Most dealers use the customer brochure as a glove box hanger to alert the customer that the vehicle is equipped with Purigen98 as a tire inflation medium. As a professional sales person, it is easy to point these out to your customer and relate the benefits of Purigen98 as a performance and safety feature. The importance of certain features for a customer runs from cold to hot. Performance and safety are features that almost all customers consider important and are certainly part of their decision making process. Here is an example of a word track presentation of Purigen98 to your customer.

*"Mr. customer, notice the blue valve sleeves on the tires. That signifies that this car has Purigen98 in its tires, guaranteed to be 98% pure dry nitrogen. At ABC Motors we pre-load our entire inventory with Purigen98 automatically. Purigen98 has the only guaranteed purity level of 98%. Purigen98 will stabilize your tire pressure 4-6 times longer than compressed air. Consistent tire pressure over a longer period of time will give you less rolling resistance. Less rolling resistance results in maximizing your fuel economy and tire life. All manufacturers, auto and tire, agree that proper tire pressure provides better handling, better braking, traction and steering. Combine all these and you get a safer ride. In addition all the oxygen and moisture, oil and other contaminants have been removed. No more oxygen and moisture means no more oxidation and premature aging of your tires and no more deterioration of your wheel assembly."*

Be prepared to answer questions, know the facts and understand the effects of under-inflation and relate that information to your customer. Develop an understanding and belief and become a user of Purigen98. You will be a walking testimonial.



With Purigen98, all new and used sales will now marry the customer to your service department. As a sales person the more times you see your customers, the better the opportunity to develop your relationship, get referrals and secure that next auto purchase. Your customers will in fact visit the dealership more for service because they can get Purigen98. As sales people we need to be concerned with ways to increase customer retention and loyalty.

Customer Satisfaction is always on our mind as a professional sales person. Many times, our earnings are dramatically affected by our CSI scores. How do we increase or maintain CSI. Simple, we enhance the ownership experience. Purigen98 gives you the opportunity to show a customer you have his best interest in mind and that you are aware of new technologies and developments. He appreciates the fact that you are keeping him informed about these new technologies that will provide benefits for him. Customers appreciate that the dealer is abreast of new technologies and offering those to them. Customers feel good about this and they feel good about you and the dealership, we have enhanced their buying experience and ownership. We can't help but get better CSI scores.

Yes, as a sales person, you can take advantage of Purigen98 and make the program work to your benefit. To increase sales now and down the road, to create opportunities to see your customer more often and enhance your relationship with them.

- Pre-load all inventory
- Features, advantages, benefits
- Word Track Selling
- Customer retention and loyalty
- Customer Satisfaction Index

### **USE OF THE NITROFLATOR™** Models PS24/PD72/PT144

The Nitroflator was designed to give you care free operation for many years. It is a stationary unit that is simple to use, fully automated and requires very little maintenance. There are no moving parts to contend with. Basically you turn the unit on and forget about it, except for changing filters every six months.

Installation is simple. When the Nitroflator arrives always check for damage and report such to N2Revolution immediately. We may need pictures and a written description of the damage.

- Remove the bolts from the three legs of the Nitroflator, and then walk the unit off the shipping pallet.
- Plug in the 110 power supply.
- Attach airline to quick connect, located underneath the front cabinet toward the left side.
- Turn on/off to on. The green light will come on. You are now ready to produce high purity Purigen98.

**THE CONTROL PANEL:** Looking at the panel you will see a left side pressure gauge. This gauge measures pressure from your compressed air supply coming into the Nitroflator. When it shows pressure, the blue light on the bottom right of the panel will be on. Left side pressure reading and the blue light on means the unit is producing Purigen98 and storing it in the tank. You should get a reading of least 125lbs on the left gauge for maximum efficiency. The unit will produce Purigen98 at lower pressure but slower production rate should be expected. If the left gauge reads no pressure and the blue light is off, the storage tank is full and the unit is at rest.





On the right side of the panel is a second pressure gauge. This gauge measures the pressure in the storage tank. Once the pressure reaches 120lbs the generator will go into rest mode. The storage tank is full. You will have 120lbs on the right side, the blue light will be off, and the left hand gauge will read 0 pressure. As you service tires, the pressure on the right side will drop. When it reaches 80lbs the unit will automatically turn on and make PurigeN98. The left side will read incoming pressure; the blue light will come on. The unit will produce PurigeN98 until 120lbs is in the tank and again go into rest mode.

In the middle of the panel you will see a small LED window and directly beneath a control knob showing PurigeN98 on the left and Air on the right. Turn the switch right to Air. Remember, 20.8% of the air we breathe is oxygen. We want to eliminate as much oxygen as possible. We will need to calibrate the analyzer to 20.8. Use the small control knob to adjust the reading of Air to 20.8. This is a very sensitive control and takes very little adjustment. Once the reading has settled on 20.8 turn the Switch left to PurigeN98. The reading will drop rapidly and will go below 2.  $100-98=2$ . In most cases the reading will go even lower. You should check the purity of the nitrogen being produced regularly to insure at least 98% production.

The only maintenance to the unit is to change the pre filters every 6 months. This protects the membrane and validates the 5 year warranty.

SEE NITROFLATOR OWNERS MANUAL FOR COMPLETE DETAILS AND INSTRUCTION.

- Installation
- Front control Panel
- Purity Analyzer
- Maintenance of Filters

## **THE PURIFLATOR™ AUTOMATIC INFLATION SYSTEM**

The Puriflator is a mobile cart that connects to the Nitroflator. It will convert and inflate up to six (6) tires at one time. The Puriflator is designed to save you time converting tires to PurigeN98 while you are performing another tasks.

For example, you are going to do a lube oil and filter. Put the car on the rack or lift, set the pressure on the Puriflator, hook up the air chucks and push the start button. It is important that you set the pressure before hooking up the air chucks. The Puriflator will deflate, purge and inflate the tires while you complete your lube job, or whatever service you were performing. When you are done, it is done and the tires are now converted to PurigeN98.

An average size passenger car will take approximately 8-10 minutes to convert. Average SUV and pick ups will take 10-12 minutes. Larger tires will take longer because of increased volume and pressure. The Puriflator, properly used, will result in 95% or higher purity of nitrogen in the tire.

- Designed to save time
- Automatic
- Up to six tires at once
- 8-10 minutes for an average passenger car
- Longer for truck tires due to increased volume and pressure
- Over 95% purity in the tire

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## **USE OF THE MOBIFLATOR™**

### **Models 6084/6164/6324**

The Mobiflator is a mobile High-Purity Nitrogen Generator. It is designed to provide care free operation for many years. Like the Nitroflator it is simple to use, fully automated and requires very little maintenance. It is in reality a combination of the Nitroflator and Puriflator, producing high purity nitrogen, storing it in a 60 gal. tank, and will automatically convert up to 6 tires to Purigen98 at one time. The Mobiflator offers great flexibility in its use. Roll it to any shop location, hook up to the air source and start the process. It can even be used with no air source when fully charged with nitrogen.

Model numbers indicate the number of tires per hour that can be converted.

- 6084 = 8 tires per hour
- 6164 = 16 tires per hour
- 6324 = 32 tires per hour.

The Mobiflator operates exactly the same as the Nitroflator with a few exceptions.

- The Mobiflator does not have a built in purity analyzer.
- It is battery operated and must be charged everyday.
- It has a 60 gal. storage tank and best practice is to attach an air source when converting tires.

The Mobiflator is a device that will generate and store High-Purity Nitrogen. It will convert up to 6 tires at one time and has been designed to save you time converting tires to Purigen98. The Mobiflator is another employee, an assistant or helper that will convert tires while you perform other task. Set it and forget it, it will tell you when it is done. Make money doing something else, not watching it convert tires.

An average size passenger car will take approximately 8-10 minuets to convert, average SUV and pick ups will take 10-12 minuets. Larger tires will take longer because of increased volume and pressure. The Mobiflator, properly used, will result in 95% or higher purity of nitrogen in the tire.

## **USE OF THE PURILIZER™ HAND-HELD ANALYZER**

The Purilizer Hand-Held Analyzer will enable you to test the final purity in a tire after you have inflated with Purigen98. Customers will want to know that they are getting the highest purity level possible. Remember 95% purity is required for your customers to get the full benefits of nitrogen inflation. Obviously the goal is to have 95% in the tire. It is important to follow the instructions in calculating and assembly of the analyzer. So for your benefit and ours PLEASE READ AND FOLLOW THE SET UP INSTRUCTIONS.

You will need to install the batteries. Then remove the sensor cap and install the sensor. Note: It must be plugged into the receptacle. Allow the sensor to be exposed to air for 10 minuets to stabilize before proceeding to calibration.

With the sample probe exposed to air, press and hold the I/O down until the LCD starts to count from 3 to 0. Release the key and wait for the LCD to read 79.1 plus or minus a few percent. Excluding factors such as temperature, humidity and trace gases, and the air we breathe contains 79.1% nitrogen (calibration point) and 20.9% oxygen. Subsequent calibrations require that you first turn the unit on by pressing the I/O button once. When the LCD displays a value, press and hold the I/O button until the LCD starts to count down as already stated.



NOTE: EXCESS NITROGEN IN THE SENSING HEAD WILL LEAD TO LOW READINGS DURING SAMPLING. FOR BEST RESULTS CALIBRATE THE INSTRUMENT EACH DAY BEFORE SAMPLING BEGINS. This will insure that the sensing head is exposed to air for an accurate calibration. If calibration is needed during normal use, leave the head exposed to air for 10 minutes before commencing with calibration.

Sampling for purity is easy and simple. Press and hold the sample probe onto the valve stem and allow the gases to flow until a stable reading is achieved. Depending on the tire pressure, a sample reading is about 10 seconds. Repeat the sampling as needed.

Again read the instructions, feel free to call Purigen98 with questions or needed help. Remember you need a purity level of at least 95% or above in the tire. If not, re-calibrate. In order to consistently reach the required purity level you need to follow the protocol for converting tires as previously explained.

### **PROTOCOL FOR CONVERTING TIRES - Single Tire/Single Hose Application**

Converting tires from compressed air is simple. Keep in mind that we want to reach a minimum purity level of at least 95% pure nitrogen in the tire. In order to do this you must purge the tire of the oxygen and moisture left in it after deflation. The residual effect of the left over oxygen and moisture will dilute the purity of the nitrogen being delivered to the tire. Hence the need to deliver the highest purity level to the tire as possible. Purigen98 does exactly that.

#### **Converting tires:**

Step 1: Remove the valve core from each tire and allow the tire to go completely flat.

Step 2: Inflate the tire with Purigen98 to 25% full, approximately 10 lbs. This is the purge or cleaning out of the residual oxygen and moisture.

Step 3: Release the Purigen98 from the tire and before it stops exhausting completely replace the valve core. Note: Pay special attention to getting the valve core in correctly and securely.

Step 4: Inflate the tire with Purigen98 to the manufacturers recommended pressure and move on to the next deflated tire.

Using these steps to purge each tire will insure a purity level of at least 95% in the tire, required for your customers to get the full benefits of nitrogen tire inflation.

#### **Inflating new tires:**

Step 1: Use regular compressed air from your tire changer to seat the tire bead. Allow all the compressed air to escape.

Step 2: Inflate the new tire with Purigen98 to 25% full, approximately 10 lbs. and release the Purigen98. This is the purge or cleaning out of the compressed air used to seat the bead.

Step 3: Just before the Purigen98 stops exhausting, replace the valve core.

Step 4: Inflate the new tire with Purigen98 to the manufacturers recommended pressure.

Using these steps to purge each new tire will insure a purity level of at least 95% in the tire, required for your customers to get the full benefits of nitrogen tire inflation.

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## MOBIFLATOR / PURIFLATOR AUTOMATIC APPLICATION

Keep in mind that we want to reach a minimum purity level of at least 95% pure nitrogen in the tire. The Mobiflator and Puriflator will release the air down to 10% of the pressure set. 35 lbs setting will go down to 3-4 lbs. That is a lot of oxygen and moisture left in the tire. For that reason the automatic inflator will purge the tire two times in an effort to clean out the oxygen and moisture.

Step 1: Always set the desired pressure first

Step 2: Attached the air chucks to all four tires making sure there are no leaks.

Step 3: Open the red valve to pressurize the system.

Step 4: Immediately push the green start button.

Step 5: Do something else productive, complete another task, or start the service on the unit.

Step 6: The unit will beep when complete, turn the red valve off, and unhook the air chucks.

Step 7: Be sure to put Purigen98 valve caps on and affix the static cling sticker.

For top offs, set the pressure, attach the air chucks and open the valve. Do not push the green button. It will automatically top off and beep when finished.

## QUESTIONS AND ANSWERS

1. **Is nitrogen explosive?** No, nitrogen is a totally inert gas and is extremely safe. It is not combustion able and does not chemically react with other substances.
2. **Will Purigen98 affect my TPMS system?** Purigen98 will stabilize your tire pressure over a longer period of time and is less susceptible to pressure changes from cold to hot. Consistent tire pressure longer will reduce the number of faults detected by the TPMS system.
3. **Do I still need to check tire pressure?** Yes, you should always check your pressure at least every 30 days. However you will find that your pressure is consistently maintained over a longer time period and that you will not have to add pressure as often.
4. **Do I need it in my spare tire?** Yes, spare tires are often neglected and sit idle for long periods of time, all the while losing pressure and oxidizing. With Purigen98 your spare is more likely to maintain proper pressure over a longer period of time.
5. **Is Purigen98 compatible with my internal tire balancing (powder, beads,)?** Yes, it would be hard to find a better operating environment than Purigen98, due to the absence of moisture.
6. **What do I do if I have to add pressure and can't get Purigen98?** No problem, simply add compressed air to reach the proper pressure. As soon as you can go back to your Purigen98 dealer and have them purge and refill your tire with Purigen98. Be sure your dealer checks for leaks and problems or damage to your tire.



7. **Why is purity level of the nitrogen so important?** Many studies and the scientific evidence show that you need a minimum 95% purity level in your tire after inflation with nitrogen. Any purity level below 95% in the tire will result in diminished benefits. The only way to achieve this is to deliver a high purity to the tire to offset the effects of residual oxygen and moisture. PurigeN98 guarantees at least 98% purity delivered to your tire resulting in 95% or greater purity level in your tire giving you all the benefits of nitrogen inflation.
8. **Is nitrogen heavier than air?** The variance in weight is at the fourth decibel, so it is completely insignificant.
9. **How does the use of PurigeN98 increase my fuel economy?** Tires that are properly inflated to the proper pressure have less rolling resistance. A tire just 10% low will increase fuel use by 2%, 20% low will increase fuel use by 4%. PurigeN98 helps keep tires inflated at the proper pressure consistently over a longer period of time, which results in less rolling resistance and increased fuel economy. It is estimated that 85% of the driving public drives on under inflated tires and that results in a cost of 10 million gallons of fuel per day. Tires inflate with PurigeN98 will save money.
10. **How does PurigeN98 make my ride smother?** Auto manufactures design their cars and trucks with performance in mind and recommend certain tire pressures to insure that performance. PurigeN98 inflation provides an opportunity to meet those manufacturer specified pressure requirements more consistently and over a longer period of time.
11. **Will the use of PurigeN98 affect my tire warranty?** All major tire manufactures have stated that they will honor their warranty with the use of nitrogen.
12. **Will it self-seal a puncture?** No, Nitrogen will not seal punctures. It will, however provide peace of mind in knowing that your tires are properly inflated, more consistently, over a longer period of time.
13. By reducing tire aging, Nitrogen will keep the tire at its original tire flexibility, puncture resistance and strength for s much longer time. High purity nitrogen does not degrade the tire, as compressed air does, so tires last longer.
14. **Do I need to put nitrogen in all four tires?** Yes. In order to avoid pressure differences in the tires, PurigeN98 must be put into all the tires. Compressed air will not hold the pressure as consistently as PurigeN98 and the result in some tires inflated with compressed air will have low pressure. Low pressure will affect the drivability of the vehicle.
15. **Is PurigeN98 good for all tires?** Yes. ATV's, trailers, off-road, motorcycles, RV's or any tire can and will benefit from the use of PurigeN98.
16. **I have run flat tires.** How will nitrogen affect my run flat tires? Besides the normal benefits of PurigeN98, the gas offers even greater benefits when used in run flats and sports cars. First of all, finely tuned sports cars are designed to give the driver the best feeling and response on the road. There is no better inflation gas than PurigeN98 to get optimum performance out of the vehicles precisely engineered drive train. Run flat tire pressure needs to be checked even more frequently than normal tires, because it is virtually impossible to see if a run flat tire is low. Under inflated run flat tires, even when flat, look fully inflated. PurigeN98 will minimize the risk of being low. In addition, when a run flat tire is used in an under inflated condition, it builds up tremendous heat. Higher temperatures lead to increased aging and premature failure. Lastly, high performance run flat tires are very expensive. Any age gain associated with the use of PurigeN98 will lead to long term savings.



## NOTES



## 2008 Dealer Training Academy Registration Form

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

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### Trainers Signature & Date

Please put me on the PurigeN98 email list

**Please complete this form and fax or email to register your training. Registration is not valid unless signed by trainer.**



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## **Brand Credo**

**I'm doing my part, however small, to help reduce greenhouse gases and landfills. I feel smarter knowing that I'm using cutting edge technology. There's peace of mind and comfort knowing that my family is safer on the road. I'm delighted that my vehicle rides smoother and handles better. Plus, I'm saving money with every mile I drive. And that feels good, too!**

**PurigeN98 tire inflation makes a big difference in my wallet. My vehicle. My life. And the environment. Everything else is just hot air.**

**24 Hour Service Number  
877-798-2587**