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## Nitrogen: The Wave of the Future

Finding the next great menu item for your fast lube can be challenging. Every year, new products and services are introduced that may or may not fit with your operation. However, there is an emerging service that is the wave of the future. Nitrogen Tire Filling is catching on with both service providers and customers.

"Nitrogen tire filling is the fastest growing new service in the market today," said Jim Markle, VP – Marketing & Business Development, RTI Technologies. "Eventually, once the OEM's start factory filling the vehicle tires with nitrogen, the demand will be so high that shops will either have to offer the service or these consumers will go elsewhere to get the service."

The idea of putting nitrogen in tires has been around for many years, but it has been used in more specialized situations such as in the professional racing and airline industries. "There is nothing new about nitrogen tire filling, but the service is new to the average consumer," said Robin Pearl, president of N2Revolution, manufacturers of PurigeN98.

Most consumers are used to filling their tires with air. It is generally a free service, so why would installers want

to offer a nitrogen tire filling service and why would consumers want to pay for it?

Nitrogen is scientifically proven to provide better gas mileage, improve performance and handling, extend tread life and require less maintenance than those tires filled with air. "The benefits to the consumer and the installer are immediate and significant," said Jay Lighter, president of Kreska Technologies, Inc., the sole worldwide distributor of NitroFill products.

The reason that nitrogen can provide all of these benefits is that it is an inert gas and has a larger molecular structure than oxygen. According to Pearl, nitrogen stays in a tire six times longer than oxygen, which allows it to maintain tire pressure over a longer period of time.

"Customers know it is important to maintain tire pressure, but they don't do anything about it," Pearl said. "80% of the vehicles on the road today have under-inflated tires. Statistics show that four million gallons of fuel are lost every day in the United States due to under-inflation."

Another benefit of nitrogen is that it is also completely moisture free. That prevents oxidation which slows the »

