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TireTech

Back in the day, when the automotive industry wanted to get consumers excited about a car that featured an especially smooth ride, it would compare the driving experience to "riding on air." Today, technology has made the expression as outdated as the old-time advertisements it was once featured in.

Air has been replaced, literally, by nitrogen as the inflation product of choice for car and truck tires. The reasons are obvious: tires inflated with a concentration of at least 95% pure nitrogen are scientifically proven to deliver better gas mileage, improve performance and handling, extend tread life, and require less maintenance than those filled with air. The benefits, valued by teams on the NASCAR circuit for many years, are now available to the public, in large part because of a comprehensive program from Pompano Beach-based Kreska Technologies. NitroFill, the brand name of the nitrogen tire inflation program Kreska distributes worldwide, provides its dealers cost-effective products and expertise to capitalize on advances in technology and satisfy growing consumer demand.

"There was a lot of skepticism about NitroFill and whether it would really deliver at our dealership," said Terry Doyle, Audi service manager for Champion Motors. "But in three months the experience has been totally positive. We have seen the performance and safety benefits for customers and the technicians have become the biggest believers. They all put it in their own vehicles when we have employee night at the shop."

Champion, the world's largest Porsche dealer, is servicing more than 80 cars a month with NitroFill, a number Doyle expects to grow as more people become aware of the benefits of nitrogen. At approximately \$8 a tire, it is considered a small investment with a significant upside. "We're a high-end dealership, so it is probably an easier pitch for us, but I believe it has value at any level," said Doyle.

While the automotive industry expects more people will make the switch to nitrogen in 2006 (Michelin, Bridgestone, Goodyear, and Uniroyal are just a few of the manufacturers recommending its use), it's important to note that not all nitrogen-inflated tires are created equal. Experts caution that the benefits are minimized, if not completely lost, on tires that don't contain at least 95% pure nitrogen, a standard that can be difficult to attain without the right equipment and inflation process.

To learn more about NitroFill, the high quality refined nitrogen product used by the United States Air Force in every tire of the nation's fleet of B-2 bombers, visit www.whynitrofill.com. **IF**

