

Attention Lift Truck Users

It's Time For You To Accept the

Conti Challenge

At Continental, we're so confident you'll realize the lowest-cost-per-hour using any of our industrial tires...

- o Press On Bands
- o Resilients (Pneumatic-Shaped Solids)
- o Pneumatics (Radials & Cross-Plys)

...that we **challenge you** to prove otherwise. Just try any set of Continental industrial tires on one of your forklifts at the same time you install another tire brand on a comparable forklift*.

If our tires don't yield you the lowest cost per hour compared to the other brand, we'll credit you **DOUBLE the DIFFERENCE!** *

Most manufacturers aren't offering this type of challenge to compare their brand.

We can because our tires are that good!!



Continental 

Dare To Compare

Accept the Conti Challenge!

	Continental Industrial Tires	Competitive brand of Industrial tires
Equipment Make & Model:		
Unit / Tracking #:		
Load carrying capacity (if applicable):		
Attachments (if applicable):		
Date (month, day, year) of tire installation:		
Hour meter reading at time of tire installation:		
Tire brand & model:		
Tire type (press-on, resilient, bias-ply, radial)		
Drive Tire Size:		
Cost of Each Drive Tire \$_____ X _____ tires =		
Steer Tire Size:		
Cost of Each Steer Tire \$_____ X _____ tires =		
Total Cost of Drive & Steer Tires:		
Installation Charge:		
Service Fee:		
Total Cost:		

Cost per Hour Determination Criteria

Drive tires	Date of removal:		
	Hour meter reading at time of removal:		
	Number of hours realized:		
	Outside diameter of tire at time of removal:		
Steer tires	Date of removal:		
	Hour meter reading at time of removal:		
	Number of hours realized:		
	Outside diameter of tire at time of removal:		
Total service life for ALL tires at time of removal (in operating hours):			
Total cost per operating hour (Total Cost divided by Total Service Life):			

For more details contact Continental Industrial Tires at 1-877-235-0102

*** Promotion Rules:**

- Promotional offer begins January 15, 2009. Continental reserves the right to modify or discontinue this offer at any time.
- Must purchase a complete set of Continental Industrial Tires.
- Must be at the same location under the same operating conditions.
- Offer limited to one set of Continental industrial tires. Installation and removal of the trial set of Continental tires and trial set of competitive tires must be monitored and operating hours documented by an authorized Continental tire dealer.
- Continental authorized dealer will be responsible for determining "same operating conditions".
- Definition of "Double The Difference": In the event the Continental tires do not offer the lowest cost of ownership, multiply the difference per operating hour X the number of hours realized by the Continental tires. Then double this amount to determine the amount of credit to be applied.
- Final determination of all claims is at the sole discretion of Continental.