

NEWS



for immediate release

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PRO-CUT RELEASES SMOOTHRIDE

iPhone App Identifies Ride Issues and Connects Drivers with Shops

West Lebanon, NH



Smoothride uses the iPhone to measure the quality of a vehicle's ride and braking, and directs drivers to the best service centers for repair.

The quality of a car's ride has always been subjective and difficult to communicate to a service professional. Smoothride provides the tools to not only measure and quantify the quality of wheel balance and brake performance, but also direct drivers to the best shops to fix those problems.

The application works by taking the sensitive feedback from an iPhone's on-board rate sensor and GPS tracking, and running the data through a patented algorithm that filters for vibration that is tied to speed. The frequency and severity of brake or wheel balance issues are packaged into a simple 0 to 9 rating for both brake pulsation and wheel vibration with a 0 rating being perfect and a 9 rating indicating a significant problem. In addition, Smoothride features a service look-up option that shows the closest 25 shops that are equipped to service your wheel or brake condition. These shops were selected because they have and are certified in the use of a [Pro-Cut on-car brake lathe](http://www.procutusa.com) (link to www.procutusa.com), the most accurate, robust, and cost-effective means for fixing brakes and the method preferred by Ford, Chrysler, GM, Nissan, Honda, and virtually every auto maker in the world.

SmoothridePRO is designed for auto service professionals and allows the final report to be shared with a customer via email. This provides the customer with computer verification that the job has been done to the highest standard.

PRO-CUT INTERNATIONAL is the world leader in rotor matching systems. The company is located in West Lebanon, NH

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