

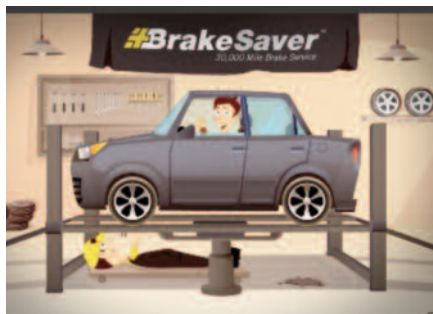


NEWS

For immediate release:

JANUARY 8, 2014**NEWS AND PHOTO CONTACT:**Geoff Womer, phone: 800-543-6618 Ext. 124 email: gwomer@procutusa.comwww.procutusa.comwww.facebook.com/procutusaAll Pro-Cut news releases: www.procutusa.com/newsroom.aspx

Pro-Cut Boosts the BrakeSaver Marketing Kit with Animated Video and Free Download for Service Shops

**West Lebanon, NH**

Pro-Cut developed and launched the **BrakeSaver** program in 2013 to show brake repair shops the link between investment and return on shop service equipment. The program was designed to combine the Pro-Cut on-car brake lathe with marketing materials and training to help shops maximize new revenues. BrakeSaver comes with a money-back guarantee if a shop is not completely satisfied.

To address the challenge and opportunity of selling the BrakeSaver service to shop customers, **Pro-Cut produced an animated video explaining the process of rotor matching.** In 90 seconds, and in layman's terms, the video explains why rotor matching is the best way to repair brakes while offering customers top value. Viewers come away with an understanding of the precision mechanics and quality of the repair job. The video also describes how BrakeSaver offers an environmental solution, appealing to a top consumer concern today. The animated "cartoon" format adds a bonus of making it fun to watch!

The video was designed for looping tablets at service desks, and is offered as a free download for brake shops, giving service staff an easy way to sell rotor matching.

"Service writers have their hands full trying to keep track of all they're doing," said Geoff Womer, Pro-Cut's VP-Product and Marketing. "This video gives them an excellent tool to sell a valuable service."

**WATCH VIDEO:** www.youtube.com/user/procutusa OR www.procutusa.com/zipfind.aspx**DOWNLOAD VIDEO ONTO SHOP TABLET:** www.procutusa.com/brakesaver.aspx (see downloads column at right)

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