



Computerized Tire Dealer Information Systems

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Automation for



Road Hazard Registration

- Sonsio Road Hazard Warranty (SRHW) pays for the REPAIR or REPLACEMENT of a tire on a customer's vehicle if it totally fails or goes flat before it wears out.

I. Benefits to JMK / Sonsio Automation

A. Tire dealer

The elimination of the need to:

1. Tie your money up to PRE-purchase stickers.
2. Control sticker “inventory” from loss or misplacement.
3. Affix stickers to the invoice for each Sonsio “Road Hazard” sale

B. Customer:

1. Faster service at the dealer sales counter
2. Eliminates the Sonsio requirement to retain the original sales receipt.

Sonsio retains the road hazard validation in their master computer database.

C. Sonsio:

1. Can reference the client name/address before any possible claim
2. Sonsio discounts available to the tire dealer for using JMK software automation

This software process is only available, and in use by, Goodyear Company stores, one other independent tire dealership, and the JMK System.

II. How it Works

A. Setup Problems of the non-automated Sonsio Dealer Registration Processes

1. Typically a tire dealer marketing Sonsio will:
 - a. Sign up for the program
 - b. Purchase “stamps” (like a postal stamp) that authenticate the insurance policy
 - c. Promote the program to their retail customers on newly purchased tires.
 - d. On a SRHW sale, affix one stamp to the original invoice document for each tire sale unit, validating the purchase
2. The problems with this distribution method are:
 - a. Dealer staff needs to track the stamps on hand as “inventory”
 - b. Stamp “inventory” ties up capital.
 - c. At the time of the sale, dealer staff persons have inefficiency at the sales counter, as they affix the stamps to the original invoice
 - d. Customers need to save the original invoice to validate their purchase.

B. JMK / Sonsio Solution

In a cooperative effort, JMK incorporated special software features into the “point-of-sale” process, to automate:

1. **Automatic Assignment of Road Hazard** validation sticker number to each sale invoice
2. **Electronic transfer of sticker registration information** from the tire dealers computer system back to Sonsio for validation and reference.

In this software relationship with Sonsio, the JMK System is actually creating the sticker “**certificate validation number**”, much like the government does when it prints paper dollars with a unique serial number.