

# KYB®

# 2017

## CERTIFIED RIDE CONTROL CENTER KIT

Help the motorist make better decisions about Ride Control Service

Only  
**\$99.00**

Part # RCCSK17

**Why Ride Control?**

Because each system is critical to Vehicle Control

**Crash Avoidance Systems**

Safety Systems that depend on Ride Control and Shocks & Struts to work!

- Steering**: Because it sets the vehicle's path.
- Suspension**: Because it can absorb bumps, dips, and potholes.
- Brakes**: Because they slow the vehicle down.
- Tires**: Because they provide the contact patch with the road.

Remember: Ride Control is its weakest component.

Even the most sophisticated computer can't stop, turn or maneuver a vehicle... **Only Ride Control Can!**

Maintaining Ride Control Components is Critical to Vehicle Control



**Show Your Customers That You Are Serious About Training**

Display this KYB Training Award & Certificate

Free to use! KYB Training Award & Certificate

First, go to [www.kyb.com/training](http://www.kyb.com/training)

Then, take the course with your employees, register & take the 20-minute KYB Certified Ride Control Training Course. Pass the Certificate & your Recognition Award will be mailed directly to you!

Training Group Code

**Replacing Worn Shocks & Struts Will:**

- Improve traction & control on stopping distances & vehicle life
- Maintain your vehicle's Avoidance System (ABS, ESP, Lane-Keep, Traction Control)

**2017 KYB Shock & Strut Rebates**

March - April  
August - September

Available Rebate Forms

- \$40 with any 4 Exact-G, Gas-a-Just or MonoMax
- \$40 with 2 Strut-Plus
- \$40 with 2 Strut-Plus & 2 Exact-G, Gas-a-Just or MonoMax
- \$80 with 4 Strut-Plus

November-December

- \$25 Consumer Rebate on part numbers specific to pickups, vans, minivans and SUV's

Scan More To Get Your Rebate Form

(or) go to [www.kyb.com/save](http://www.kyb.com/save) to view or print the latest rebate offer

**KYB** World Class Shocks & Struts

**Your Connected Vehicle relies on Ride Control to work**

Replacing shocks & struts helps restore Crash Avoidance performance

"If the tires can't grip the road, Crash Avoidance Systems Can't Help"

Antilock Brakes (ABS): If the tires begin to skid, the computer will tell the brakes to release & pulsate to avoid the skid.

Traction Control: If the tires spin on acceleration, the computer can reduce engine speed and apply the brakes to reduce tire spin.

Electronic Stability Control (ESC): If the vehicle begins to spin out or lose control, the computer can apply individual brakes, change gear and correct the steering to maintain control.

Autonomous Emergency Braking (AEB): If the vehicle is about to hit an object, the computer can apply the brakes even if the driver is unaware of the danger.

Lane Change Intervention (LCI): If the vehicle crosses a lane or a vehicle is in the next lane, the computer can alert the driver or make a steering correction.

Crash Avoidance Systems

**Crash Avoidance Systems**

Safety Systems that depend on Ride Control and Shocks & Struts to work!

Ride Control

- Steering
- Suspension (Shocks & Struts)
- Brakes
- Tires

A Car Full of Reasons to Choose **KYB**

**Keep It Original**

**KYB** World Class Shocks & Struts

Original Equipment for the Aftermarket

**\$25** KYB Certified Ride Control Training Award & Certificate

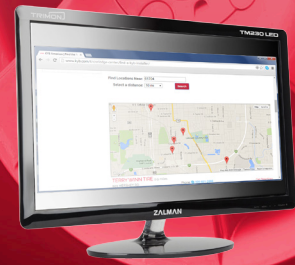
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Save & Stay In Control!



### Certified Ride Control Center Kit Contents:

- » 23" Keep It Original LED Sign
- » Service Counter Laminated Show & Tell
- » 2017 KYB Rebate Counter Stand
- » (2) 18" x 24" Wall Posters
- » KYB Mouse Pad
- » Keep It Original Wall Clock
- » (4) \$20 Shock or Strut Consumer Mail-in Rebates
- » (2) \$25 Strut-Plus Consumer Mail-in Rebates
- » Additional Training Award & Certificate Opportunity
- » Shop Locator Listing at [www.kyb.com](http://www.kyb.com)

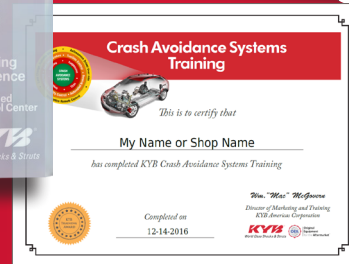
**KYB**<sup>®</sup>  
World Class Shocks & Struts



Original  
Equipment  
for the Aftermarket<sup>®</sup>

## 2017 KYB Certified Ride Control Center Training Offer

**Exclusive for KYB Certified Ride Control Centers**  
**A qualifying scratch-off group code for KYB's**  
**Online Crash Avoidance Training**



**Training completion earns a**  
**Free Training Excellence Service**  
**Counter Trophy & a frameable**  
**Completion Certificate**

*"Now our entire crew understands how shocks & struts affect a vehicle's Crash Avoidance performance. Thank you KYB."*  
Shop owner, Glendale, CA

The KYB Certified Ride Control Center Kit shows your customer that your shop is an expert and cares about their driving safety. It provides your shop with training insights not available anywhere else. It includes signage, customer waiting room materials, exclusive POP items, show & tell communication aids, and valuable consumer rebates to help you earn more ride control sales.

### KYB Certified Ride Control Centers



*"Helping the Motorist Stay in Control!"*

For more information, email [marketing@kyb.com](mailto:marketing@kyb.com)