



Micro-V AT® Serpentine Belts

Micro-V AT® Serpentine Belt Profitability

When You Sell	Micro-V AT	Retail	Micro-V AT	Retail	Micro-V AT	Retail	Micro-V AT	Retail
	Profit Per Day		Profit Per Week		Profit Per Month		Profit Per Year	
1 Belt	\$25	\$6	\$125	\$30	\$542	\$130	\$6,500	\$1,560
2 Belts	\$50	\$12	\$250	\$60	\$1,083	\$260	\$13,000	\$3,120
3 Belts	\$75	\$18	\$375	\$90	\$1,625	\$390	\$19,500	\$4,680
4 Belts	\$100	\$24	\$500	\$120	\$2,167	\$520	\$26,000	\$6,240
5 Belts	\$125	\$30	\$625	\$150	\$2,708	\$650	\$32,500	\$7,800
6 Belts	\$150	\$36	\$750	\$180	\$3,250	\$780	\$39,000	\$9,360

Gross profit dollar potential based on professional service center sales data.

Gates is the Global Leader

Import or domestic, Gates is the world's largest supplier of OE belts and ABDS components. With a century of global innovation and technology in every belt, you can feel confident that Gates Micro-V AT will restore your customers' vehicles to factory-original condition.

52
manufacturing
facilities

17 distribution
centers

5 technical
centers

#1 in Asia
in Europe
in North America

OE Supplier To:

- Acura
- Alfa Romeo
- Audi
- BMW
- Buick
- Cadillac
- Chevrolet
- Chrysler
- Citroën
- Daewoo
- Daihatsu
- Dodge
- Fiat
- Ford
- Honda
- Hyundai
- Infiniti
- Isuzu
- Jaguar
- Kia
- Lancia
- Land Rover
- Lexus
- Mazda
- Mercedes-Benz
- Mini
- Nissan
- Mitsubishi
- Opel
- Peugeot
- Porsche
- Range Rover
- Renault
- Saab
- Scion
- Skoda
- Smart
- Subaru
- Suzuki
- Toyota
- Volkswagen
- Volvo

And More.

For more information about Gates Micro-V AT Serpentine Belts, contact your Gates Sales Representative or visit www.gates.com.



A Tomkins Company

Gates Corporation

1551 Wewatta Street, Denver, CO 80202
gates.com

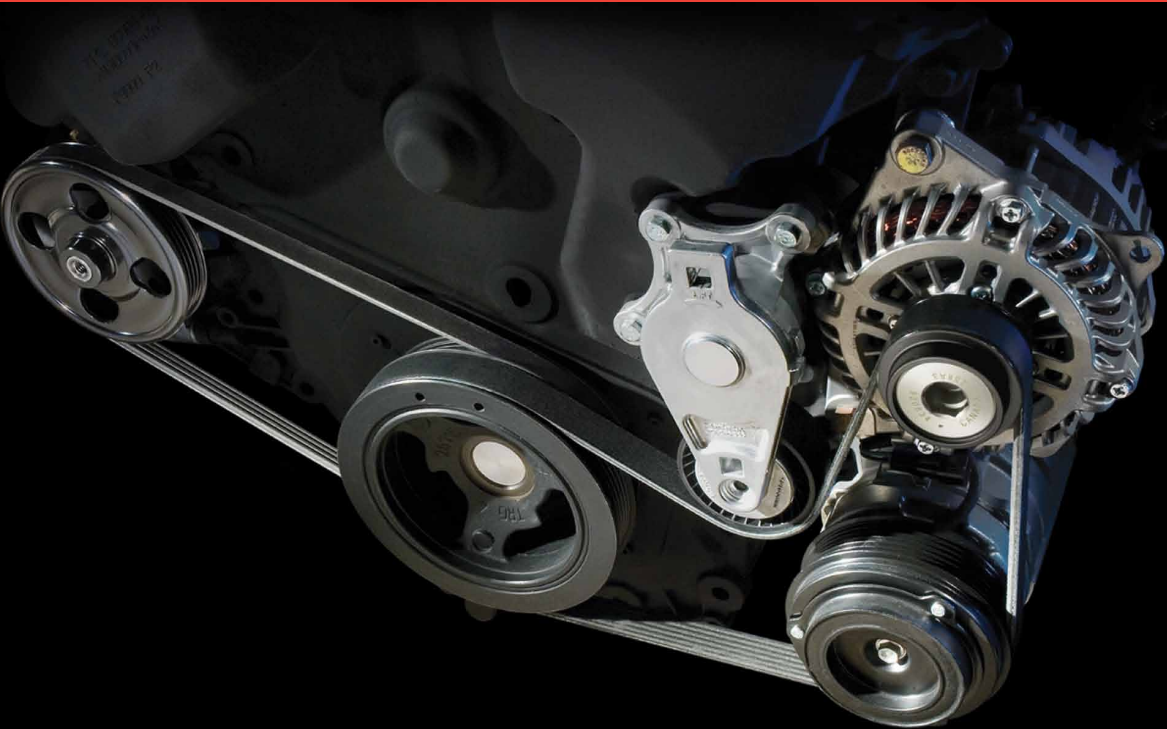
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THE ONLY THING
MISSING WILL BE THAT
NEW CAR SMELL.

Install the Original. Install Gates.

Micro-V **AT**[®] Serpentine Belts



Gates Micro-V **AT**[®] makes accessory belt drive systems run like new again.

GUARANTEED DEPENDABILITY:

The Accessory Belt Drive System (ABDS) is not only critical to engine performance, but to passenger comfort as well. Installing Gates Micro-V Advanced Technology (AT) Serpentine Belts, DriveAlign Tensioners and Pulleys will guarantee peak performance and comfort for miles and miles.

OPTIMAL ABDS PERFORMANCE:

Gates is first to market with the broadest coverage in the aftermarket with more than 800 SKUs. Gates precision fit Micro-V AT ensures optimal alternator, A/C system, power steering, and other ABDS component performance. Micro-V AT can help correct instability in aged systems by minimizing misalignment from worn component bearings.

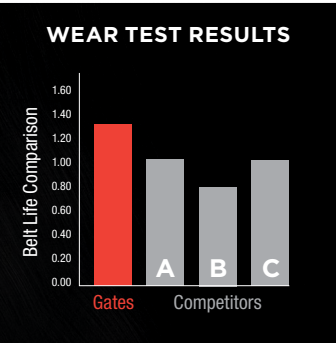
EPDM CONSTRUCTION:

Gates Micro-V AT Serpentine Belts OEM construction with advanced EPDM (Ethylene Propylene Diene Monomer) materials is resistant to adverse engine conditions such as pulley misalignment, oil and grime, and high underhood heat.

EXTREME CONDITIONS:

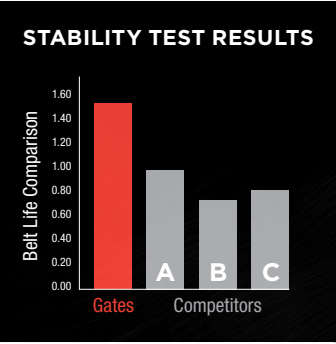
Gates Micro-V AT guarantees performance even under the most severe driving conditions. Use Micro-V AT on high horsepower applications, heavy-duty, turbo, diesel, and other high-output applications. Install performance and reliability. Install Gates Micro-V AT.

Micro-V **AT**[®] vs. the Retail Competition



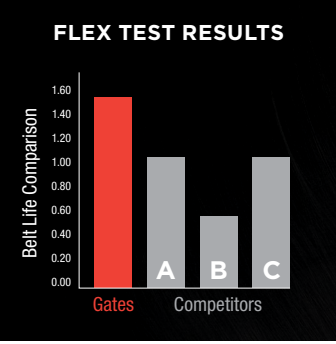
WEAR

Rate at which belt material is lost through normal operation. Gates Micro-V AT EPDM formulation is best-in-class for wear and will outlast retail belts by up to 50%—a crucial statistic in preventing customer comebacks.



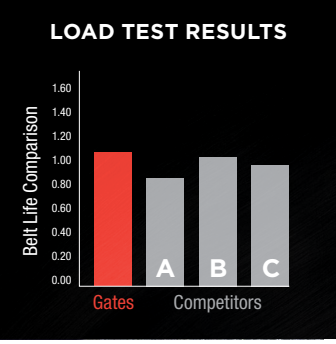
STABILITY

Represents a belt's ability to accept misalignment of pulleys, idlers and tensioners in the accessory drive. Gates Micro-V AT resists misalignment far better than retail serpentine belts. This is extremely important on high-mileage vehicles.



FLEX

The belt's ability to withstand constant bending around the pulleys—billions of times during normal operation. Repeated bending often stresses belts to the point where rubber will chunk-out causing rapid belt failure. Gates Micro-V AT's cure process and EPDM formulation resists cracking from flex fatigue and chunk-out up to twice as much over retail belts.



LOAD

Belt's ability to transmit sufficient torque to the Accessory Belt Drive System (ABDS). Gates Micro-V AT is designed to optimal load characteristics based on vehicle accessory drive requirements. This is especially important on high torque and high performance applications.