



Dear Potential Atlas Edge customer,

Thank you for your time and interest in our great alignment product. You can pay more but you certainly cannot buy anything that will outperform the 601 with the Fast Clamps.

At the end of the day our system will:

- Align vehicles as quickly as any other system
- Will align more different types of vehicles
- Will align with precision accuracy
- Is easier to use and to train on - only four buttons run the entire program

So, one important question is “How you will offset the additional cost of our competitor’s systems”?

- You cannot charge the customer more for the alignment because your system is red and expensive.
- Our competitor’s system cannot align the vehicle any faster therefore improving your efficiency.
- Our competition’s system cannot do a wider variety of vehicles thereby producing more income.
- Our competitor’s system cannot possibly align with a greater degree of accuracy thereby reducing comebacks.

This only leaves one way to offset the additional costs of owning our competitor’s system- You must do free alignments for the first year. (Meaning the profits from the first year of alignment services will go toward offsetting the additional cost of their equipment)

When this takes place you are not only losing the income from performing the free alignments, you also lose the income you would have generated had the bay not been tied up doing the free alignment. It is a double loss.

We represent a viable alternative- you do have a choice!



Quality Automotive Equipment at Discount Prices

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