



From where we sit.

NEWS, VIEWS AND REVIEWS ABOUT THE ATLAS TRUCK SEAT FROM SEARS SEATING.

ATLAS ON THE MAP

New StowAway armrests open the way to new sales for you.

Some clever engineering by Sears Seating just solved an obstacle faced by your customers for decades – the difficulty of trying to wiggle between the driver and passenger seats to move from the front of the cab to the sleeper and back again.

Our patented StowAway armrests lift and fold instantly out of the way behind the seat backs – adding up to 7" of more passage room over competitive seats. They're also longer and wider than standard armrests for greater comfort.

A recent study shows that only 2 percent of U.S. truck drivers can pass directly from the rear between competitors' seats without turning sideways. And less than half can pass even when turning sideways. But in the same cab, 87% can pass between Atlas seats equipped with StowAway armrests without turning sideways. And 100% can pass if moving sideways.

StowAway armrests are available as retro-fit kits for Atlas 80 Elite, 70 or 70 premium seats from Sears. Contact us for details about ringing up new revenues with StowAway.



Without StowAway.



Easy passage with StowAway.

Show it & Sell it!

The most effective way to increase your Atlas truck seat sales is by displaying them properly. Customers want to be able to see, sit, touch and compare before buying. Very few will buy blind. What you need for an effective seat display:

1. Atlas seat mounted to a sturdy base (2' x 2' 3/4" plywood base).
2. High traffic area with good lighting.
3. Air supply for seat hook-up (shop air or small compressor).
4. Point-of-Purchase materials (counter cards, display cards).

Want more advice about marketing Atlas seats? Contact your Sears Seating Regional Sales Manager for assistance.



SEARS SEATING
Quality Seats for Professional Drivers



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Second Quarter - 2006

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SEATING
P.O. Box 3667, Davenport, IA 52808

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- **Hurry! \$20 Gift Certificate promotion ends soon.**

PUTTING YOU IN THE DRIVER'S SEAT

Last chance for \$20.00 gift card to The Home Depot.®

Our successful promotion that rewards buyers of an Atlas Elite 80 or Sears 70 Premium Seat with a \$20 gift card to The Home Depot will end July 10, 2006. Buyers must send in a registration card and sales receipt from you in an envelope that's postmarked before or on that date.

The offer is reaching truckers across America on the popular Midnight Trucking Radio Network on Sirius Satellite Radio Channel 147.

Sears is not affiliated with The Home Depot. The Home Depot is a registered trademark of Homer TLC, Inc.



Drivers say it all about Atlas...

"The comfort exceeds expectations. More room and much more comfortable (than old seat). Excellent workmanship!

Chuck B. - (City and state to come)

"It's the best seat I have ever seen. When I first got it, I'd get back on Friday afternoon and find that I was not tired anymore like I used to be. I'm more relaxed. I'm not tired out bouncing around in the truck."

A. Humphrey - Kilmer, TX

"I purchased this seat (Elite 80) for an aging Freightliner and it makes a world of difference in the ride. The seat installed in a snap. This is by far the best seat I have seen for the money."

J. Auclair - Farmington, MA

Trying is believing with our 14-Day Comfort Trial.

Once customers try an Atlas seat, there's no going back to a lesser seat. That's why we offer our exclusive 14-Day Comfort Trial.

If your customers can bring themselves to give up the superior comfort of an Atlas seat, they can return it for a full refund within 14 days.

www.searsseating.com