

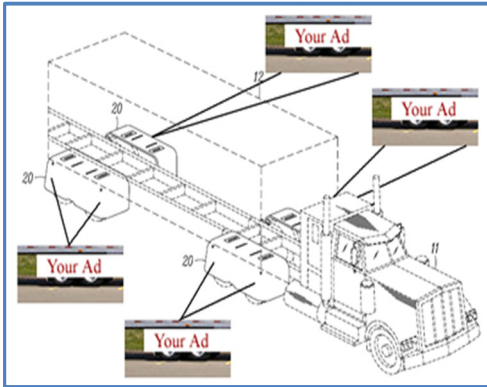
AmiCOUR IP Group

Ireland Wheel Skirt Advertising Platform

New Technology from Ireland Design

The Opportunity: Advertising Revenue From A New Trucking Safety Invention

Ever try to pass a tractor trailer truck while it's raining? Millions of motorists take to the road daily, but the road spray from large trucks can create a visibility hazard, fraying nerves when trying to pass speeding trucks. The danger is very real. According to a former accident claim adjuster, vehicle accidents cost society \$4,900 every second. That's about \$100,000 since you started reading this paragraph.



Inventor A. Forrest Jackson of Ireland Design has developed a road spray suppression system which courteously blocks the hazardous rain spray caused by heavy truck tandem wheel sets and wind turbulence. This new wheel skirt and rain spray suppression system is an ideal on-the-road outdoor advertising platform to let motorists know about your retail product or service across the United States and Canada.

The Win-Win Equation: Highway Safety and Your Customer

Imagine making a nerve shattering pass in heavy rain, not being able to see ahead until you finally move alongside the front wheels of a heavy truck. Now, imagine making the same passing maneuver with clearer visibility from start to finish, and along the way, seeing the Ireland spray suppression skirt with an advertiser's message. Rain or shine, night or day, the clearly visible advertising message will let everyone know who is making highways safer! The affordable and easily maintained Ireland Design system delivers this compelling new advertising platform with exactly this scenario in mind: "Highway Safety Associated with Your Customer."

Advertising and Fuel Economy: Added Owner and Operator Revenues

Standard wind skirt panels for trailers are rapidly gaining popularity because fuel savings can repay the basic costs of the under-trailer skirt, but present technology fails to suppress dangerous blinding road spray. Ireland spray suppression skirts provide aerodynamic wheel covers and fuel savings for the carrier. They also deliver multiple surface advertising placements to reach customers nationwide or by region. The system even allows national carriers and independent operators to instantly change to a new ad campaign on their fleets or individual rigs without costly downtime. Fuel savings and revenue from easy and convenient advertising placement is win-win for the carrier, the sponsoring advertiser, and most of all, your prospective customer.

Technology Available for Sale of License: A \$ 25 Million Market Opportunity

AmiCOUR IP Group is pleased to offer the Ireland Design Company advertising technology for license or sale and assignment. The successful buyer or licensee will be positioned to exploit new advertising opportunities related to the Ireland Design safety truck and trailer skirts. This exciting opportunity is based on a market comprised of over 2,000,000 licensed trailers, with 280,000 new trailers produced annually. Flexible terms are available and a motivated first bidder may be able to negotiate exclusivity.

For more information...

Additional information on this intellectual property offer is available. Contact **Jim Burgess, CMA** at (440) 622-7906 or by email: jburgess@amicourip.com. Notices: The licensing or purchase of intellectual property carries inherent risk. Prospective licensees or buyers should seek professional assistance if they are not familiar with the law and practices.
www.amicourip.com

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