



Rocky Mountain Roadside Services Marketing Collateral

April 29, 2019

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SALES KIT FOLDER



SALES KIT

BUSINESS CARD



RMRS
ROCKY MOUNTAIN
ROADSIDE SERVICES
POWERED BY AAA

Robert B. Stewart
President

720.593.5212 direct
bstewart@RMRS.CO

10101 E. Geddes Avenue
Centennial, CO 80112
RMRS.CO

SALES KIT

BROCHURE



IF YOUR VEHICLE BREAKS DOWN

- 1. Pull off the road.** Exit on to the far right shoulder and remain with the vehicle, unless the area is unsafe. Do not risk personal injury by attempting to push it to a safe location. Make note of your surroundings, landmarks, buildings, and road signs.
- 2. Alert other motorists.** Turn on emergency flashers, use flares, or raise your vehicle's hood.
- 3. Call 720-961-RMRS (720-961-7677).** If you're safely out of traffic, make the call from inside your vehicle. Be prepared to provide your name and subscriber number (if available); the telephone number from which you are calling; the exact location of the vehicle; the year, make, model, color, and license plate number of the vehicle; and description of the problem.
- 4. Remain with the vehicle.** RMRS requires the driver to be with the vehicle when providing service. If you're unable to remain with the vehicle due to safety concerns, alternative arrangements can be made.
- 5. Stay calm.** As soon as you call RMRS, you can rest assured that help is on the way. When the driver arrives, verify that he was sent by RMRS and provide him with your Subscriber Card (if available).
- 6. Canceling requested service.** Please call back to cancel your service request if you no longer need roadside assistance.
- 7. Your service experience.** Calls placed to our 24-hour call centers are recorded to ensure the quality of service and to assist in addressing any concerns.

Contact Rocky Mountain Roadside Services for a quick response to all commercial roadside assistance and towing emergencies. You will receive professional attention from start to finish.

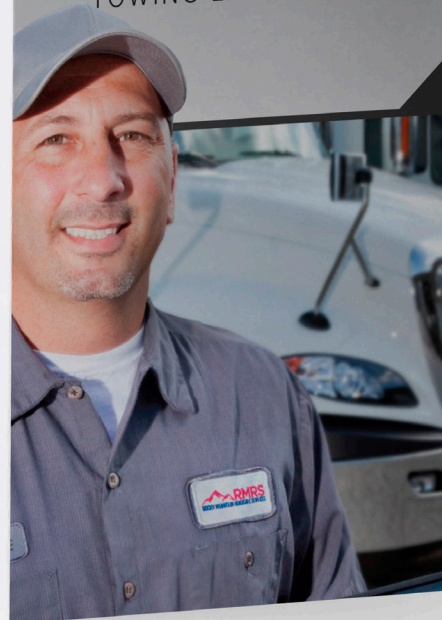


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720-961-7677 | RMRS.CO



WE ARE THE SPECIALISTS
IN COMMERCIAL TOWING
WITH OVER 100 YEARS OF
TOWING EXPERIENCE



SALES KIT

PRICE SHEET & APPLICATION FORM



POWERED BY AAA
720-961-7677
RMRS.CO

PRICE LIST:

	WITH SUBSCRIPTION	WITHOUT SUBSCRIPTION Cash on delivery
ENROLLMENT FEE	\$12.00 per vehicle/year	None
ROADSIDE ASSISTANCE	\$70.00/incident	\$90.00/incident
TOWS • 32,000 GVW • Up to 10 miles	\$120.00/incident ◦ \$3.50/mile over 10 miles	\$150.00/incident ◦ \$5.00/mile over 10 miles

SERVICES PROVIDED WITHIN THE SERVICE TERRITORY:

- Coverage follows the fleet vehicle, no matter who is driving
- Tire changes
- Emergency fuel delivery
- Lockout service
- Test, jump-start, replace, and recycle old battery
- Annual complimentary battery inspection for each subscription vehicle
- Mechanical first aid
 - We'll make minor adjustments (not requiring parts or supplies) in an effort to get you back on the road
- Towing up to 10 miles to either return to your shop or to a AAA Auto Repair facility. Additional fees may apply after 10 miles

SERVICE TERRITORY (map available at RMRS.CO)

- Northern Border – Highway 7
- Southern Border – Castle Rock (Highway 86)
- Eastern Border – E-470
- Western Border – C-470/Highway 93

Contact Rocky Mountain Roadside Services for an instant response to all commercial roadside assistance and towing emergencies. You will receive professional attention from start to finish. [720-961-RMRS \(7677\)](tel:720-961-7677)



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RMRS.CO

RMRS APPLICATION

Business Information

Date: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Primary Contact: _____ Title: _____

Phone: _____ Fax: _____ Email: _____

Secondary Contact: _____ Title: _____

Phone: _____ Fax: _____ Email: _____

Vehicle Information:

Vehicle #	Year	Make	Model	Last 8 VIN
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

If more vehicles need to be added, please add additional pages to the application with the above vehicle information.

SALES KIT

TERMS & CONDITIONS



TERMS & CONDITIONS

The following Terms and Conditions describe the benefits and services provided by Pacesetter Roadside Assistance, Inc. doing business as Rocky Mountain Roadside Services (RMRS).

SERVICES

Service applies to properly licensed and insured commercial four-wheeled motor vehicles, pleasure or recreational type (vans, campers, and motorhomes) used for business purposes, if those services, by RMRS, can be safely delivered.

Service Territory (map available at RMRS.CO)

Northern Border – Highway 7

Southern Border – Castle Rock (Highway 86)

Eastern Border – E-470

Western Border – C-470/Highway 93

Service outside the defined border may be possible, availability and fees will be quoted at time of service request.

Towing Services

- Flatbed transportation: the stranded vehicle's weight may not exceed a gross vehicle weight (GVW) of 16,000 pounds, a height of 8'6", a length of 24', and a width of 8'.
- Towed with a wheel lift boom, the vehicle weight may not exceed a GVW of 32,000 pounds, a height of 11'6", a length of 40' and a width of 8'.
- Trailers meeting the above restrictions – a service event is measured based on a per RMRS truck being used in the service event (i.e. 2 trucks: 2 services).

RMRS through other contractors may be able to provide services for vehicles that do not qualify for this subscription plan. Availability and fees will be quoted at the time service is requested.

Roadside Assistance

- Emergency fuel delivery: 2 gallons
- Automotive Lockout Service (to gain access to the passenger compartment or trunk)
- Tire Service (tire inflation/replacement with usable spare)
- Battery Service (jump starting in all cases, installation of new battery when purchased may be possible)
- Extrication services (must be on or immediately adjacent to a paved roadway. Rates apply to one truck for up to one hour. Additional rates apply if extra time or equipment is required to extricate the vehicle)

LIMITATIONS AND EXCLUSIONS

Services not provided:

- Service does not apply to vehicles that are not listed on the application, or as updated, and issued a client card that is specific to the covered vehicle. Vehicles greater than 32,000 pounds are not eligible for this program, other than as quoted on a case by case basis.
- Client may be required to unload contents (tools, cargo, etc.) from a vehicle in order for service to be provided.
- Service for vehicles not accessible from a normally traveled and established road.
- Removal or installation of snow tires, snow chains, or other like equipment.
- Snow shoveling around the vehicle, or clearing a road or driveway.
- Repairs, diagnosis, battery charging, tire repair, tire rotation, parts, or delivery of parts, which may require additional time and therefore additional charges to the client (i.e. site clean-up while providing towing services following a traffic accident).
- Services when a disabled vehicle cannot be safely reached and properly serviced without damage to either the disabled vehicle or to the service vehicle. Loaded vehicles, which may require special equipment or may cause harm or injury to RMRS personnel and equipment.
- Service to vehicles altered from original design, if such alteration makes it likely that damage will occur as a result of the tow or service to vehicle that requires special rigging or configuration of the tow truck in order to tow.
- Fuel beyond that needed to get to the nearest open service station (generally limited to 2 gallons).
- Towing charges for police-directed tows for violation of laws or ordinances.
- Storage or impound charges.
- Locksmith services.
- Extrication of boat trailers immersed in water. Associated costs for removing or replacing a boat from a trailer.

TERMS OF CONTRACT

It is our policy to consider an RMRS contract active and in renewal status until 30 days from the date of expiration of the prior contract term. This is a service to our clients to provide them with continuous coverage from roadside assistance in the event that their payment is forthcoming but not yet received. If service is requested during the renewal term, the client is required to pay their renewal fee. If renewed, the new term will run one year from the expiration of the prior term. In all cases, the expiration date of contract remains the same. RMRS reserves the right to cancel a contract for nonpayment of fees or for any reason deemed by RMRS to be in the best interest of the client and for RMRS. RMRS reserves the right to discontinue or change benefits, services, area of service, or prices at any time, without notice.

MEDIATION AND ARBITRATION

Any dispute arising out of or relating to these Terms and Conditions will be settled by RMRS and the client as expeditiously and economically as possible. Therefore, the client agrees to submit any dispute to mediation and, if necessary, arbitration as described below. The client waives any rights to a trial by jury with respect to such dispute. The dispute resolution proceedings shall be conducted in Denver, CO. The client also agrees to use the following procedures in good faith to resolve any dispute:

Mediation: All disputes and controversies relating to the interpretation, construction, performance, or breach of these Terms and Conditions which cannot be resolved by RMRS and client shall be submitted to mediation before a mediator who will be selected by mutual agreement between RMRS and client, or if an agreement is unable to be reached, in accordance with the procedures of Judicial and Arbitration Mediation Services (JAMS). If RMRS and the client are unable to resolve the disputes and controversies through mediation, either party shall have the right to proceed to arbitration as described below. All fees, costs, and expenses of the mediator and mediation facilities shall be borne equally by RMRS and the client, and all fees, costs, and expenses of each party other than those for the mediator facilities shall be borne and paid for by the party who incurs them.

Arbitration: Any dispute or controversy relating to the construction, performance, or breach of these Terms and Conditions which is not resolved by mediation shall be settled by arbitration in Denver, CO by JAMS, in accordance with the arbitration rules of JAMS then in effect, before a single arbitrator. Such arbitration will be final and binding to both RMRS and the client, no appeals may be taken therefrom, and judgement upon any award rendered may be entered in any court having jurisdiction therefore.

Limitation of Liability: In no event shall RMRS be liable for any indirect, incidental, special, punitive or consequential damages, such as loss of profits, increased or duplicate costs, business interruption, loss of data, cost of cover, or loss of savings, even if RMRS has been advised of the possibility of such damages, whether through RMRS's negligence or not. Some jurisdictions do not allow the exclusion or limitation of liability for incidental or consequential damages, so the above limitation or exclusions may not apply to the client. In such cases, RMRS liability shall be limited to the refund of the annual contract fees paid by client to RMRS.

The remedies specified herein are exclusive. In no event shall RMRS maximum aggregate liability to the client or to any third party for any damages whatsoever arising under the contract or in connection therewith, however caused, and on any theory of liability, including contract, strict liability, negligence, or other tort, whether or not arising from RMRS negligence, shall in no event be greater than the total amount paid or due for payment by the client for annual contract fees with RMRS. These limitations shall apply notwithstanding any failure or essential purpose of any limited remedy.

Governing Law, Venue, Severability: These Terms and Conditions will be governed by and construed in accordance with the laws of the state of Colorado notwithstanding any conflict-of-law provisions to the contrary. If any provision of these Terms and Conditions is found invalid or unenforceable, it will be enforced to the maximum extent permissible, and the legality and enforceability of the other provisions of these Terms and Conditions will not be affected.

PRIVACY POLICY

Respecting the privacy of security of your personal information is important to us. Please review our privacy policy at RMRS.co. In witness whereof, these Terms and Conditions are understood by the parties on the day and year written below.

Rocky Mountain Roadside Services

By: _____ Date: _____

Printed name and title: _____

Business Name: _____

By: _____ Date: _____


FULFILLMENT KIT

DOCUMENT HOLDER



FULFILLMENT KIT

SERVICES INSERT



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100 YEARS OF EXPERIENCE

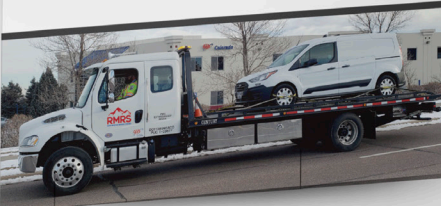
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FULFILLMENT KIT

WELCOME LETTER



WE ARE THE SPECIALISTS IN COMMERCIAL TOWING WITH OVER 100 YEARS OF EXPERIENCE

[Company Name],

Peace of mind is in your future knowing you've got Rocky Mountain Roadside Services, powered by AAA, just a phone call away.

BENEFITS OF SERVICES INCLUDE:

- Trained professional technicians
- Annual battery checkup for every vehicle in your fleet
- A provider in commercial towing throughout the Front Range of Colorado

Refer to your Coverage Services Guide online at RMRS.CO for a complete list of services provided by RMRS. Attached below is your coverage card to be used when calling for emergency roadside or towing service. Feel free to contact a Rocky Mountain Roadside Services customer service specialist if you have any questions or concerns at [720-961-7677](tel:720-961-7677).

XXXX XXXX
 VALID THRU
 JAN 15 20
 UCHEALTH

720-961-7677 | www.RMRS.co

Press here to remove

XXXX XXXX
 VALID THRU
 JAN 15 20
 UCHEALTH

720-961-7677 | RMRS.CO

Keep this card in a safe place and have it on hand should you ever need to contact us!

FULFILLMENT KIT

WINDOW CLING





Thank You!