

THE OFFICIAL MAGAZINE OF THE NATIONAL FORD TRUCK CLUB

FORDPROS

TECHNOLOGY UPDATE

ISSUE 31

FALL 2014



TECHNOLOGY TRACKING TAKING OFF

**Online or
Out of Sight
Technology
Tracking**

**PLUS: The All New 2015 F-150
Tougher. Smarter. More Capable.**

LETTER FROM THE PRESIDENT

TECHNOLOGY UPDATE: UP-TO-DATE or TOO-MUCH-UP?

The speed of available information is going at a pace that no one can keep up with. Mobile phones that twenty years ago were just phones that you could carry (some called a brick) are now computers with more capability than the computer that landed the U.S. on the moon! Our emails get bombarded with spam: what to open is critical: (1) is it safe, and if so, (2) is it worth my time? Do weekly updates on a narrow subject matter really make us more efficient? Are minute-to-minute news breaks increasing my productivity, my quality of life?

These hard questions are important for our customers as well as ourselves, and we need to be sensitive to the fact that too much information is, well... too much! That said, there are products that we need to be very conversant on, and put to use in order to provide our customers with the brightest and best information that they can really use. My two picks are:

Ford's telematics from the folks at Telogis, provides our customers' Ford vehicles with state-of-the-art tracking and fleet analytics. This is a technology that can increase the efficiency of my customer's operation: just talk to a customer who has put it to good use! This technology not only saves on fuel costs, it is also capable of helping your customers reduce insurance costs, as well as keep their drivers driving more responsibly while they represent the business on the highway. (see article on page 11)

A real 'Game-changer' is the truly revolutionary key to helping you provide your customers with the exact Ford "Work Truck" they need, while increasing the time you have available to serve them. Work Truck Solution's online inventory service enables us to show our customers that "We Know Work Trucks: we talk that language!" This unique Commercial service is gaining momentum with smart dealers, and each subscribing dealership, mine included, ends up with more and more inventory for our customers to choose from. (see article on page 16)

There are other technologies such as social media that can be used to connect with possible customers. LinkedIn is probably the most beneficial, because it is based on business relationships. But I just have to be mindful that the technology I choose has to be technology that I know I can use!

In the meantime, let's keep talking, meeting face-to-face, and building trust with our peers and our clients the good old-fashioned way.

Good Selling!



Special thanks for this issue to:

Telogis, Inc.
Auto Truck Group
Adrian Steel
The Reading Group
The Knapheide Company
Omaha Standard PALFINGER
CASECO
ROUSH
Transfer Flow
Nor-Cal Vans
VanAir
Work Truck Solution
Commercial Truck Success

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Utility Service Bodies



Snowplows



Cranes



Van Interiors



Dump Bodies



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- 2 Co. Springs
- 3 Denver
- 4 Ft. Wayne
- 5 Ft. Worth
- 6 Kansas City
- 7 Louisville
- 8 New Jersey
- 9 Toronto

Ford Pools

- 1 Chicago
- 7 Louisville
- 2 Colorado Springs

Ford Ship Through Codes

Code	Vehicle	Location
31J / D9D	E-Series	LSV
31L / D9E	Super Duty	LSV
31A / D9G	Taurus (Not SHO)	ATI
31A / D9G	Explorer	ATI
36A	All Pickups, Transit Connect	ATGC
36A	E-Vans, Escape, Explorer	ATGC
31L / D9U	Escape	LSV
31L / D9E	Expedition	LSV
31A / D9K	F-150, Transit Connect	KCB
31J / D9K	F-150	LSV

- 1 ATI - Chicago
- 9 ATGC - Toronto
- 6 KCB - Kansas City
- 7 LSV - Louisville

Facilities



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630-860-5600



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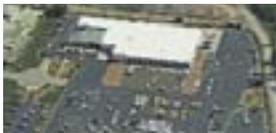
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TECHNOLOGY TRACKING TAKING OFF

The only constant is Change!!! What a world we live in today! Technology is everywhere – in the trucks we sell, the upfits on them, fleet tracking services, and of course, in the lives of all of our customers every day. Technology trends and changing business models in your customers' worlds means there's a lot to consider in order for you to best serve your customer. This issue focuses on some specifics that can make you the best at what you do. Now just for fun, here are a few items that when we were researching for this issue amazed us:



- * A single Google query uses 1,000 computers in 0.2 seconds to retrieve an answer.
- * 16% to 20% of the searches Google gets each day have never been Googled before.
- * 500 million tweets are sent every day. One million babies have been born from people who met on Match.com.

A very important transition happened a few months ago – as a country the US now spends more hours using their smartphones in a given month than they do surfing the web from computers: 34 ½ hours on their phone vs 27 hours on their computer!!!

ROUSH
CLEANTECH

PROPANE AUTOGAS

ROUSH CleanTech designs, engineers and manufactures propane autogas fuel systems for a variety of light- and medium-duty Ford commercial vehicles. Reduce fuel costs while operating with a clean, affordable, American-made fuel.

NOW AVAILABLE



2013 - Newer
**Ford F-53/
F-59**
6.8L V10

2009 - Newer
**Ford E-150/
E-250 / E-350**
5.4L V8

2009 - Newer
**Ford
E-450**
6.8L V10

2012 - Newer
**Ford F-250/
F-350**
6.2L V8

2012 - Newer
**Ford F-450/
F-550**
6.8L V10

2013 - Newer
**Ford
F-650**
6.8L V10

2015
**Blue Bird
Vision**
6.8L V10

2015
**Micro Bird
G5**
6.8L V10

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HIGHBEAMS

TELOGIS INTRODUCES FLEET ANALYTICS TOOLS AT LATITUDE EVENT

In October Telogis announced several new products at the Telogis Latitude conference in Dana Point, Calif., including Telogis for Field Service, an industry-specific extension of its platform, the Telogis Dynamic Response Suite, and Telogis Sites.

Telogis for Field Service provides work scheduling and optimization to drive productivity and customer satisfaction. The Telogis Dynamic Response Suite helps plan service and supply chain companies response to customers more efficiently. Telogis Sites uses proprietary and crowd-sourced information to provide detailed directional information to drivers about approaches and premises.

"The Telogis Dynamic response suite works in concert with other applications on the Telogis platform to deliver the 360 degree job visibility, better customer service, continuous workflow improvement and the total orchestration of work in the field," said Newth Morris, co-founder and president Telogis Route & Navigation.

To learn more about Telogis, visit www.telogis.com or call toll free at 866-TELOGIS.



"Telogis' co-founder Newth Morris walks 450 attendees, representing more than 1 million fleet vehicles and assets, through the new lineup of applications at Telogis Latitude 2014."



CHARTER COMMUNICATIONS ORDERS 800+ TRANSIT VANS

Charter Communications, the fourth-largest cable operator in the US, recently ordered more than 800 low-roof, regular-wheelbase Transit vans with the standard 3.7-liter Ti-VCT gasoline V6 engine for its technicians. These vehicles are used to transport equipment for installing and servicing Internet, TV and phone customer homes across 29 states. Charter is one of the first large fleets to order the new full-size 2015 Transit van.

After an extensive review of available full-size vans, Charter selected Ford Transit due to its superior fuel economy and cargo space. Upfitting convenience was also a factor. The new Transit is built near Kansas City, Missouri, home to Charter equipment installer Auto Truck.

When the Charter team drove the Transit at a March ride-and-drive event, the van's handling, tight turning radius and panoramic windshield view sealed the deal.

"The handling, safety features, cargo space and fuel efficiency were all contributing factors to our choice and our technicians will be well equipped to serve our customers with these trucks," said Kathy Carrington, SVP of Corporate Services at Charter.

5 MILLION FORD F-SERIES SUPER DUTYS

The 5-millionth Ford F-Series Super Duty since its introduction in 1999 rolled off the assembly line at Kentucky Truck Plant on Oct. 7, 2014, marking a major milestone for the best-selling heavy-duty pickup truck and chassis cab lineup





NEW MEMBER JOINS THE WORK TRUCK SOLUTION TEAM

Work Truck Solutions recently announced that Russell Savage has joined the company as their newest team member. Born and raised in the DC suburbs of MD, Russell earned his BS in Business Administration from North Carolina Wesleyan College in Rocky Mount, NC. He was also a member of the 1999 Division III Baseball National Championship team at NC Wesleyan. After graduation Russell spent 2 years as the Affinity Program Marketing Manager at AmerLink Log Homes in Battleboro, NC. Russell then started his career at Dominion Enterprises (formerly Trader Publishing) in June of 2003. After numerous positions at Dominion he was asked to develop and manage the Co-op Advertising and OEM relationships for Commercial Truck Trader and Equipment Trader Online, which he did successfully for the past 7 years.

"We are excited about adding Russell's deep knowledge of the Work Truck industry to our team as we continue to onboard dealers across the US. I had personal knowledge of

Russell's stellar ethics, and how well he has always served his customers, and felt that he was a great fit with us," Work Truck Solutions CEO Kathryn Schifferle stated. "Our goal is to help dealers sell more trucks, serve truck buyers better and make every element of a dealer's Commercial operation more efficient. To that end Russell also brings fresh ideas and new business concepts to our current, dedicated, team." Russell lives in Norfolk, VA and is married to Ann-Marie Savage whom he met at NC Wesleyan.

Work Truck Solutions helps Commercial/Fleet departments and medium-duty truck dealers across the U.S. show Truck Buyers that they are 'Open for Work Truck Business'. When Truck Buyers returning to the market after 13+ years search online, they find comprehensive information for the truck they need on that dealer's own website. Work Truck Solutions also gives dealers the power to move inventory more quickly via their dealer network, reducing flooring costs and serving customers better, while generating more to the bottom line. WTS is a Ford BPN Co-op approved service!

For more information call 855-987-4544, or email at info@worktrucksolutions.com.

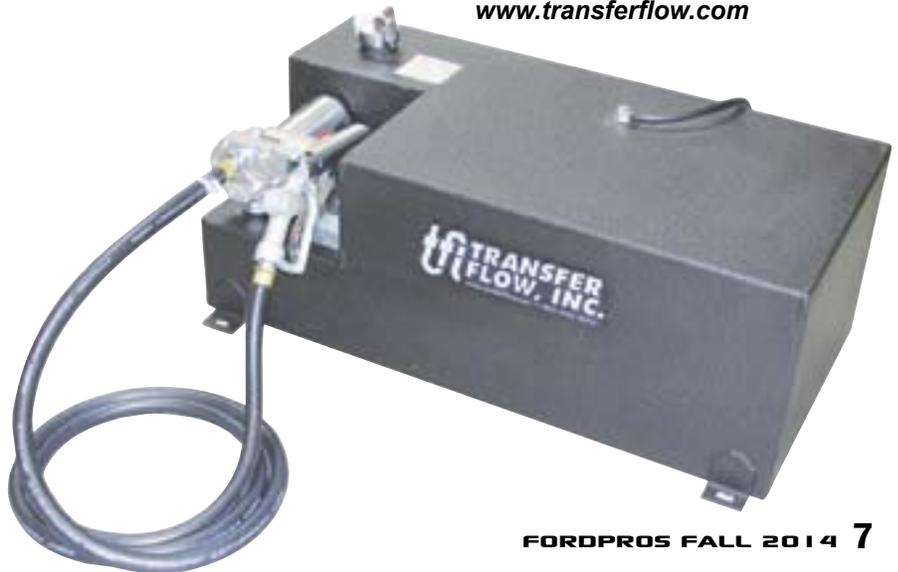
TRANSFER FLOW'S 40 GALLON REFUELING TANK FOR LIGHT DUTY FORD PICKUPS

Transfer Flow offers the only completely assembled refueling tanks on the market. Transfer Flow recently introduced its 40 gallon refueling tank for Ford F150 and Ranger pickups. This tank can manually fuel equipment, vehicles and more. This fuel system comes standard with a 12-volt refueling pump, wiring harness with cab-mounted power switch, 12-foot hose and fuel nozzle, mounting hardware, and locking fuel cap. The tank's height allows it to fit under tonneau bed covers.

The 40 gallon refueling tank is made from 12-gauge aluminized steel for superior strength and corrosion resistance and is baffled on all four sides to reduce fuel slosh. The fuel tank is powder coated black with the option of a high-end elastomeric polymer spray-on coating for additional durability.

The 40 gallon refueling tank comes with a special permit from the Department of Transportation (DOT), making it legal for transport of gasoline, diesel, ethanol, methanol and aviation fuel. The pump in can be left in place legally when driving. The tank is notched so the refueling pump sits below tank height for a clean, flush appearance and to meet DOT requirements.

For more information go to: www.transferflow.com



YOUR HEAVIER DUTY VEHICLE OPTIONS

Fleets across the nation are making the switch to propane autogas. Nationally recognized companies in a variety of industries and municipalities are adopting autogas-fueled light- to medium-duty Ford commercial vehicles. At the heavier end of this spectrum, the Ford F-450 / F-550 and F-650 powered by autogas are the latest to hit the streets.

The versatility of these platforms is as diverse as your customer. For instance, at Seattle's SeaTac airport, shuttle service Shuttle Express added Ford F-550 autogas-fueled luxury buses to transport customers. The City of Santa Ana, California customized their Ford F-550s for usage in the water and public works sectors. Asplundh, a leading vegetation management company, has equipped some Ford F-650s with 55-foot aerial lifts and chipping capabilities.

These workhorse trucks come with a variety of propane tank options to meet your customer's needs. The Ford F-450 / F-550 can be ordered with an aft-cab tank with 52 usable gallons, an aft rear-axle tank with 65 usable gallons, or a single saddle mount tank with 50 usable gallons. The Ford F-650 has the options of a short tank with 45 usable gallons, a long tank with 83 usable gallons, or a single saddle mount tank with 50 usable gallons.

Coming next year, the 2016MY Ford F-650 / F-750 will be the truck of choice for the propane industry and its fuel delivery vehicles, as well as other industries that require powerhouse vehicles.

Why Propane Autogas?

Fleets running propane autogas vehicles can save at least 40 percent on the price of fuel and reduce greenhouse gas emissions by up to 25 percent compared to gasoline. When compared to diesel, propane autogas emits significantly fewer smog-producing hydrocarbons; eliminates particulate matter by virtually 100 percent; and, due to less carbon buildup, propane engines tend to last longer. Plus, propane autogas has a large refueling network, with thousands of public fueling stations located across the country.



Why a QVM Partner?

ROUSH CleanTech is a Ford Qualified Vehicle Modifier. In fact, the company is Ford's only QVM for propane autogas fuel systems. This means that ROUSH CleanTech can modify the Ford engine calibration and complete dynamometer and on-road calibration testing. The company installs the system or thoroughly trains installation partners to do so. Millions of dollars have been invested into testing each vehicle package for government emission and safety certification.

What Can Your Customer Expect?

Every vehicle with the ROUSH CleanTech propane autogas fuel system comes with full certification by the Environmental Protection Agency (EPA) and the California Air Resources Board (CARB). All Federal Vehicle Motor Safety Standards (FMVSS) and National Highway Traffic and Safety Administration (NHTSA) standards are met.

And, your customers buy a vehicle with the Ford factory warranty intact.

For more information about product availability, ship-thru options and installation partners for Ford commercial vehicles equipped with the ROUSH CleanTech propane autogas fuel system, call 800.59.ROUSH or visit ROUSHcleantech.com.



Author's Bio:

As vice president of sales and marketing, Todd Mouw drives ROUSH CleanTech's national business development team and marketing department. He travels the country speaking about domestic alternative fuel technologies and their impact on the economy and environment. Reach him at todd.mouw@roush.com or 800.59.ROUSH.



NEW MISSOURI LOCATION FOR FORD CNG QVM FACILITY

CASECO Truck Body (CTB) continues to expand its compressed natural gas (CNG) program with Ford by achieving the approval of its Claremore Oklahoma location to be a part of Ford's select network of CNG Quality Vehicle Modifiers (QVM). In 2013, CTB's St. Clair Missouri location was approved as a CNG QVM facility by Ford.

Obtaining QVM status with Ford is a lengthy and involved process that includes an evaluation of a company's technical abilities, processes, warranty procedures, and support/service to ensure that only the most qualified upfitters are approved by Ford to be QVM CNG installation facilities.

"As a fleet solutions provider, we are dedicated to providing CNG solutions for our customer base. The growing accessibility of CNG, becoming less dependent on non-domestic energy sources, lowering the cost of operating vehicles, and reducing emissions -- all provide great value to our customers", said Emily Hilliard – President of CASCO Truck Body, a woman-owned business. "CNG technology helps our country and environment while enhancing our total value proposition with our customers, so the decision to make a commitment to becoming a leading provider of CNG conversions and service was an easy one. And the decision to work with Ford to become QVM CNG-certified was a critical part of that commitment."

Specific training and a thorough understanding of the entire vehicle system are essential to becoming a Ford QVM CNG installation facility. CASECO CNG technicians are certified by the State of Oklahoma. Oklahoma is



one of the few States to require a State certification, as well as being certified by the specific QVM kit manufacturers that CASECO works with such as Altech-Eco, Landi Renzo, and Impco. This extensive training, and the various levels of certifications, ensure that CTB customers receive the highest quality CNG conversions and related services performed by highly skilled and trained technicians.

It is important to note that conversions performed by QVM CNG-approved installation facilities ensure that the original Ford Engine and Powertrain Limited Warranty remain intact. Ford offers the largest line-up of CNG prepped engine vehicles in the industry and the most extensive network of approved aftermarket installers. These engines come with hardened exhaust valves and valve seats for improved wear resistance and durability for gaseous fuel systems. Therefore, it is vital that a professional installer, such as CTB, use Ford authorized calibration software and installation methods.

Although this CNG technology is constantly evolving – it is no longer new technology. It has been refined to a point that CTB is very confident in standing behind the system and their certified installation techniques with a 3 year or 36,000 mile component warranty on the QVM and EPA certified systems and an 8 year or 80,000 mile warranty on all emissions components, which are supported by a 4 year or 48,000 mile workmanship warranty.

"We know that we must listen to our customers and respond to their needs. CASECO Truck Body constantly works with and for our customers to develop and enhance our product and service offerings to ensure we continue to meet their needs as the overall work truck market continues to evolve and become more reliant on new technology. We feel that we continue to show our commitment to evolving as a supply partner for our customers by offering the certified CNG conversions, but it doesn't stop there. CTB understands that you can't just deliver a quality product, you must support that product. After all, these vehicles are... well...vehicles, and move around the country. Therefore, CTB is dedicating mobile service trucks, with CNG certified technicians, to service the products we represent in a timely manner" said Emily Hilliard.



2015 FORD TRANSIT

The Ford Transit combines superior people moving capabilities with low operating costs. Nor-Cal Vans is now offering fleet shuttle customers innovative new configurations for the expanding commercial market.



BUS STYLE DOORS

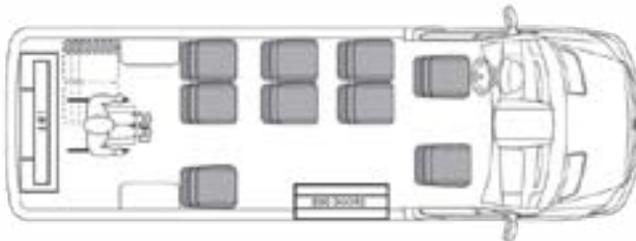
Save on upfit and fuel economy over traditional cutaway buses

- Higher fuel economy ratings compared to E-Series
- Optional remote control for quick and easy operation from the driver seat or outside the vehicle
- Ideal for hotels, airports, casinos, care homes, and more
- Transit Wagons available in Ford pool inventory

MOBILITY OPTIONS

Wheelchair accessibility for the Ford Transit

- Rear or side wheelchair lift entry options
- Multiple seating and wheelchair configurations available



Sample Paratransit Configuration on Ford Transit LWB Extended Length



ABILITRAX SEATING

AbiliTrax allows users to change the configuration of a vehicle in seconds

- Integrates quick disconnect seating along with other accessories using a floor grid system
- Seat removal and reinstall from a standing position with no tools
- Exclusive flip up seat allows easier handling and compact, nestable storage

Nor-Cal Vans specializes in van conversions of Ford products. We are a Ford Pool Account as well as a Ford Qualified Vehicle Modifier (QVM).



www.Nor-CalVans.com

Email: info@nor-calvans.com
(866) 892-0150



5 WAYS TO MAKE YOUR DEALERSHIP STAND OUT

What differentiates you from your competitors? In sales and marketing the USP (Unique Selling Point) concept is not new - it was developed by ad man Rosser Reeves back in the 1960s - but it still has influence today. Having a good USP will drive more sales, build brand loyalty and promote repeat purchases.

Here are five ways you can use Ford Crew Chief powered by Telogis to create your own USP.

1 - Set Up Automated Maintenance Scheduling

Imagine offering your commercial customers the option of automatically scheduling maintenance so they do no longer have to spend time sorting out which vehicles need servicing and then time to get on the schedule with your service department.

With Crew Chief your customers can have all their vehicles' diagnostics automatically tracked and uploaded in real time. Ford vehicle data can include:

- Oil life remaining
- Diagnostic Trouble Codes (DTCs)
- Engine coolant temperature
- Mileage driven
- Vehicle maintenance history

Commercial customers can share this data with you -- their local Ford dealership, and you can use it to easily schedule vehicles in order to prioritize those customers and provide them with a higher level of service.

2 - Improve Warranty Recovery

A report published by Aberdeen Research (Service on the Move: Driving Profitability via Fleet Management) highlighted that telematics solutions [like Crew Chief] helped fleets improve warranty recovery by 23 percent. That can represent significant cost savings for some commercial customers.

In addition to getting more from their vehicle warranties, customers can

save on parts inventory if they run their own stock. Instead of storing up a big inventory just in case (which can tie up a lot of business capital) they can purchase only what's actually needed based on the accurate vehicle health reports generated by Crew Chief.

3 - Same Vehicle, Better Fuel Economy

A lot of commercial vehicle buyers are focused on better fuel economy. With Crew Chief you can offer them a solution that helps fleets achieve fuel savings of between 20 and 25 percent* through fewer out-of-route miles, eliminating unnecessary idling and smoother driving.

Imagine running some big ads with two identical vehicles side by side and highlighting one as getting 25 percent better fuel economy. That would be sure to get you noticed.

*Benefits of Fleet Management System, Frost & Sullivan, 2012

5 - Smarter New Vehicle Purchases

One special feature that Crew Chief offers your customers is a gift that keeps on giving for your dealership. Since Crew Chief can be fitted to all vehicles in a mixed fleet, buyers will have accurate performance data on which to base future vehicle purchases.

Ford commercial customers can review which vehicles are most economical for their specific business needs. Maybe some vehicles are needing more frequent servicing, unable to cope with the rigors the job demands. A larger truck may be required, one which is more cost-effective over its useful life. In other situations, it may be advantageous to increase the share of lighter vehicles.

Learn More. Sell More.



4 - The Best New Safety Feature: Smarter Drivers

Ford is proud of its safety equipment, but admittedly there's not much Ford can do about what fits between the seat and the steering wheel. Crew Chief can, however, allow you to help your fleet customers improve the safe driving habits of all their drivers in the field.

Monitor, manage and reward drivers who reduce speeding, harsh braking and acceleration and who use their seat belts.

Visit www.fordcrewchief.com and request access to the online library of resources designed specifically to help you learn more about Ford Crew Chief powered by Telogis and promote it through your existing channels. If you didn't have a USP before you've got one now!

**Greg Dzewit, Vice President
OEM business, Telogis**

CASECO

for all of your truck body and truck mounted equipment needs

CASECO is a Ford Approved Ship-through upfitter for F-150 and the new Transit products out of our Kansas City, Missouri facility. CASECO is also a Ford Approved Pool at our Oklahoma City, OK and our Claremore, OK facilities.



Master Mechanic Series

CASECO Master Mechanic Series heavy-duty crane and service bodies provide users with the most durable, versatile, and functional bodies available for the most demanding applications. What's in it for you --- Safety, Security, Functionality, Versatility, Durability, and Appearance. Call today for more information on our Master Mechanic Series product line.



FOUR LOCATIONS TO SERVE YOU BEST



Claremore, OK



Oklahoma City, OK



Kansas City, MO



St. Clair, MO

CASECO also has a full line of utility bodies (Reading & CSB), Commander Series flatbeds and platforms, Fiberglass bodies and work capsule inserts, as well as, all related accessories (drawers, shelves, lights, top mount and underbody boxes ...). Call for pricing and availability or for information on any of our products.



918.283.2999 | www.casecotruckbody.com | info@casecotruckbody.com

TAKING IT TO THE TOP

It is estimated that racks are installed on over 30% of all work trucks. The typical steel racks have been around for a long, long time, so it is not a surprise that someone has come up with better rack technology! To start with, RackStar racks are made entirely of recycled structural 6000 series aluminum and weigh less than 150 pounds. This design will save gas mileage for your customer while positioning them as a company interested in keeping our planet green.

The unique extruded Aluminum Arch on the RackStar offers both increased load capacity and additional headroom in the bed of the truck, which also gives the user increased area for additional cargo. This unique design also facilitates using a forklift for loading. The integrated Cargo Flags allow the user to bookend loads and ensures safe and efficient loading.

All rails (side rails and bed rails) feature "T-Nut Slots" so your customers can easily add and position anything needed for a specific job, or work location. Need to mount a water tank? No problem!



Above: Sliding "T-Nut"

RackStar's high-strength structural aluminum cast legs are adjustable to fit any size pickup bed; with a few simple turns of a wrench, you can take the rack off one truck and move it to another. RackStar can also be easily installed on work truck bodies.



The built-in 3000 lb.-rated, 2-inch ratchets mean no more messy straps that your customer needs to keep track of, these are built right into the system. Billet aluminum handles add ease of maneuvering in and around your pickup bed.

A high-power 24V L.E.D. lighting package (optional) includes white and yellow emergency lights controllable at the touch of button. These same lights also provide full 360 degree lighting, which means that this system can light up your customer's whole job site, ensure the safety of their work, and save countless dollars in the field.

RackStar racks are pallet shippable for ease of storage. No more taking up your valuable space with fully assembled racks! Most important, RackStar installs in as little as one hour from opening boxes to your customer driving away! What a great way to serve your customers, while generating more cash for yourself and your dealership.

Call RackStar now to learn more about how your dealership can become a RackStar outlet: 775-825-8361.

Right: Complete systems are pallet shippable for ease of storage and shipping



- 1: Adjustable Legs
- 2: 2" Built-In Ratchet
- 3: Aluminum Handle
- 4: 24V LED Lighting
- 5: Arched Crossbar
- 6: Cargo Flag



Vanair Proudly Introduces

VanairConnect™

Vehicle-Mounted Mobile Power Equipment Available To Commercial Ford® Truck Dealers



Multiple Applications And Solutions... All From The Convenience Of Your Dealership

Vanair, the industry leader in vehicle-mounted air compressors, welders, generators and All-In-One Systems® is now offering Ford® Commercial Truck Dealers the ability to package a select group of equipment and systems for installation by Ford® Authorized Body and Equipment Truck Pool companies. VanairConnect™ unites Vanair's products with the dealership, body company, and end user in one comprehensive program. Vanair's products are commonly used on general construction, tire and mechanic service trucks, lube trucks and utility and municipality vehicles for power applications required on the job site. From small air and electric tools to large impact wrenches, work lights and 90# jack hammers, VanairConnect™ delivers a comprehensive mobile power solution for your customer by financing this complete package, while increasing your overall bottom line revenue. VanairConnect™...delivering multiple solutions for multiple applications.



VANAIR®
MOBILE POWER SOLUTIONS

Learn more today by contacting Vanair at 800.526.8817 | vanair.com



TECHNOLOGY: MOBILITY

ACCESSIBILITY ON DEMAND

For over 40 years the Ford Transit has been a leader in the European van marketplace. Now available and manufactured in the US, the Transit van combines superior people moving capabilities with low operating costs. Nor-Cal Vans is now offering

innovative new configurations and leading versatility in a new expanding vehicle market.

“The Ford Transit upfits from Nor-Cal Vans open up new opportunities for Ford Fleet Managers to expand their market into hotel, airport, casi-

nos, schools, and any other business that moves people,” says Ken Karasinski, president of Nor-Cal Vans. In addition, the Ford Transit has Fleet and GPC incentives available through Ford, making it the most competitive van in the market.

BUILT FOR YOUR CUSTOMER’S NEEDS:



Bus Door- Nor-Cal Vans bus door with optional remote control offers quick and easy door operation from the driver seat or outside the vehicle. The specially designed, laser cut profile of the bus door matches Ford’s contoured panels for the professional appearance your customers are looking for. Higher fuel economy than the previous E-Series and more easily serviceable, the Ford Transit is an economical alternative to traditional cutaway buses.



AbiliTrax- AbiliTrax is a USA made flooring platform that allows the Ford Transit to have movable seating, wheelchair positions, and accessories in a matter of seconds without having to perform extensive structural work to the respective vehicle. The exclusive, premium seat provides a “step and lock” latching system that allows the seats to be removed and reinstalled in seconds from a standing position with no tools. (See Page 18)



Mobility Options- With over 30 years of experience in the mobility industry, Nor-Cal Vans offers several options to make the Ford Transit wheelchair accessible, including rear or side entry wheelchair lifts. A variety of seating and wheelchair configurations are available to customize the Ford Transit to meet your customer’s needs.



For more information and to see their new video, visit Nor-Cal Van’s website at:

www.nor-calvans.com/ford-transit

Nor-Cal Vans has decades of mobility engineering and specializes in van conversions of Ford products. Nor-Cal Vans is a Ford Pool Account as well as a Ford Qualified Vehicle Modifier (QVM). Our products are available through Ford dealers and approved Mobility Dealers nationwide.

CONNECTING WITH TRUCK BUYERS

How great would it be if you could keep commercial sales going 24/7 and not have to have someone sitting in their office or be out on the lot to do so? Well, you're in for a surprise, that's exactly what Work Truck Solutions can do for you! With their cloud-based service, Truck Buyers can always contact you or learn about work trucks without waiting for normal business hours.

So why not just depend on posting your trucks to online sites such as the market-leader Commercial Truck Trader? Having trucks on a national site is not a bad strategy so that you can develop leads to your own site, but the unique role that your brand (the name of the dealership, the service reputation, and your personal reputation in your market) is critical in building trust and awareness throughout the purchase process, and that is best done by showing the buyer that your dealership is work truck focused and that you are a Work Truck Pro!!

So how does Work Truck Solutions do that for dealers that subscribe to their service? "When a truck buyer comes to a dealer's website, they immediately see a button on the dealer's homepage, obvious and easy to read, that says 'Work Trucks'. A

single click takes them right into the dealer's work truck inventory and the Truck Buyer can immediately start looking and learning more about both the chassis and the final upfit," said Regional Business Manager, Bob Dever. "Our market research shows that the smaller fleet businesses often don't think of themselves as a 'Fleet' customer, or even 'Commercial' customer, but when they see the button 'Work Truck' it really resonates with them."

Work Truck Solution's unique vocational body selector helps the Truck Buyer to find exactly what they are looking for, and the filters along the left side make it easy for them to narrow down their search more if they need something like a snowplow, crane, or want an alternative fuel vehicle. But what if a dealer doesn't stock a lot of work trucks? "That is the great part of our service," said Peter Weiglein, also a Regional Manager for Work Truck Solution, "We have built a backend network that lets our dealers decide whether or not they want to share inventory with other dealers – they have control over each vehicle and can opt in a truck when it reaches a certain number of days on their lot, or never. They can also protect their

market area and choose the dealers they want to 'play with'. We are just making it so much easier and efficient to do the same things that dealers already do today."

Work Truck Solution's focus on body information doesn't just help the Truck Buyer it also helps the Ford Pro. When a Ford Pro is out at a prospective business, they not only see the public inventory information on their phone, tablet or laptop, they see special 'red locked' information such as: days on lot, dealer invoice, hold-back and other details that will help them close the deal. And if the Ford Pro is in the office, talking with a truck buyer on the phone, they can 'show' the caller the perfect truck by having them type the stock number into the Work Truck Solutions service which will pull it right up for them, plus offer a great print out of the truck or easy email.

Being able to search by body is just part of the key; also providing the truck buyer with details on a specific body that makes that truck the right choice for their vocational application is what makes this online experience 'sticky' for truck buyers. Body companies continue to improve and add to the technologies.



TECHNOLOGY: ONLINE



If you are interested in learning more about how your dealership can sign up for this new service, a service that makes technology easy, go to: www.worktrucksolutions.com/ford, call 855-987-4544, or email info@worktrucksolutions.com. Work Truck Solutions is pre-approved and pre-authorized for BPN co-op.

Actual Truck Buyer Questions & Requests

“I am looking to custom order a body to place onto this truck. I appreciate your time. Thanks”

“Are there incentives currently available on this truck?”

“I am looking for a price on a E-series dry freight van (must have flat floors and a place to strap cargo to walls) with a lift gate, preferably a 16 footer. Must have a lift gate capable of lifting a minimum of 750lbs.”

“Need a stake bed like this 12' bed, diamond plate, 2K liftgate, F450 diesel 4Wd auto, ac, white, gray guts”

“[FordPro’s Name], this is the type of truck we are looking for, Michael”

Work Truck Solutions provides their dealers with weekly inventory status reports and monthly analytics. “We are starting to collect some good data on what truck buyers are looking for regionally with regards to both the chassis and the bodies, and how they behave when in the market for a new work truck,” said Tom Urbanowicz, Work Truck Solutions’ director of Technical Operations. “We use Google Analytics, plus our own data and secret

sauce to create reports for our dealers which help them make better stocking decisions, as well as learn how to increase leads to their site.”

Work Truck Solutions even gives Ford Pros a special, simple, tool that in under two minutes makes them look like an online genius; they can email specific trucks to a new prospect or a past customer. With a 40% response rate and an 11% close rate this tool is a must have for the busy Ford Pro today.

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Fenton Mobility Products offers a complete solution for crew van seating, and mobility compliant seat and wheelchair lift installation. Abili-Trax is a platform-based multi-capable, modular restraint floor system that is designed to safely transport occupants, disabled and ambulatory, as well as cargo.

The AbiliTrax system consists of a series of parallel, floor mounted tracks which are securely bolted through the floor of the vehicle. Wheelchair tie downs can be positioned anywhere within the track



system, using 'A' and 'L' Track fittings. Fenton Mobility designed and patented the AbiliTrax floor system with its own seat bases to incorporate seats manufactured by Freedman Seating Company.

The AbiliTrax platform floor system has exceeded FMVSS/CMVSS test requirements on all full size van chassis' including the Ford Transit. There are also a variety of optional devices and features that are designed to "plug and play" into the AbiliTrax system.

Ford Transit seating now has complete flexibility when using the AbiliTrax platform, allowing quick changes to seat configurations, both ambulatory and non-ambulatory. The AbiliTrax platform is the only solution for Ford Transit customers who want change in seating layouts on a day to day basis. This platform allows users to change the configuration of a vehicle in seconds.



The AbiliTrax product is 100% manufactured in the USA. For more information on the AbiliTrax product, visit www.abilitrax.com or for more information on Freedman Seating Company, visit www.freedmanseating.com.



5 B Boron	6 C Carbon	7 N Nitrogen	8 O Oxygen	9 F Fluorine	10 Ne Neon
13 Al Aluminum	14 Si Silicon	15 P Phosphorus	16 S Sulfur	17 Cl Chlorine	18 Ar Argon
31 Ga Gallium	32 Ge Germanium	33 As Arsenic	34 Se Selenium	35 Br Bromine	36 Kr Krypton
49 In Indium	50 Sn Tin	51 Sb Antimony	52 Te Tellurium	53 I Iodine	54 Xe Xenon
81 Tl Thallium	82 Pb Lead	83 Bi Bismuth	84 Po Polonium	85 At Astatine	86 Rn Radon

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The Importance of a Dealership's Online Presence

Internet advertising has become an integral part of advertising for dealerships. Just 10 years ago the internet accounted for only 4% of dealership advertising. Today the internet is the dealer's largest piece of advertising, and in 2015 OEMs expect that a dealer will be spending between 50-75% of their advertising budget online. Your dealer's website, and Internet advertising, are usually the first impression a consumer will have of your dealership. Years before consumers would first find out about your dealership via traditional advertising like Newspaper, TV and Radio or just driving by your dealership. That is not the case anymore. The days of a consumer driving down their local Motor mile to find their next Work Truck are no longer with us. What the internet has done for the truck buyer is empowered them with all the information they need just one click away.

How the Internet Has Changed Work Truck Buyer Behavior.

Before the Internet, Truck Buyers would just drive to local dealerships and hope they had what they needed and perhaps settle for what was on the lot. Brand loyalty was strong for both make & store. One major change with the internet is that the truck buyer used to find out the price of a truck only after they visited the dealership. Today they are not only armed with pricing from your dealership but from other dealerships. That can actually be good if they have not purchased a truck in over eight years – sticker shock is reduced, and buyers will want to understand the differences between pricing choices. Another, and more important change, is that buyers are willing to travel much further than in the past. Potential

truck buyers don't have to be "local" which is why it's important to have an internet presence beyond your website. Supply shortages, especially used trucks, created an expanded marketplace. Buyers are willing to travel for the "right" trucks.

Your Commercial division has two main options for their online presence: your website and 3rd party sites listing your inventory.

Next issue this column will drill down and present actual steps you can take to use these online tools to improve how you serve your truck buyer customers, your dealership, and your sales bottom line. If you have any questions that you would like answered in this column next issue, please email them to: Russell.Savage@worktrucksolution.com.

“ The days of a consumer driving down their local Motor mile to find their next Work Truck are no longer with us. ”

Dealer Website

This is your "Online" virtual dealership. Truck buyers will find your dealership by looking it up (search online), just like they would have in the past to drive to your lot.

- Commercial Departments depend on their retail website for their online presence. It is important to have a say on the content on the site and have space dedicated to Commercial Trucks, otherwise you will not be 'Open for Business'.
- Today all customers expect to see product online. If you are not showing Work Truck inventory on your website, you are missing an opportunity

Third Party Sites

- 3rd Party Sites are there to expand your reach beyond your local consumer.
- 75% of buyers will use a 3rd party site to evaluate and find dealerships.

Other Online Options

- * Social Media like LinkedIn can help you find prospects.
- * Facebook page for the Commercial Department.
- * Setting up a newsletter with current and future customers.



Russell Savage spent the last twelve years working for Commercial Truck Trader, learning the challenges that dealers have today in moving their business into the online environment. Russell is now with Work Truck Solution as a business development manager.



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See how selling Crew Chief with every Ford commercial vehicle purchase can make you look like the smartest guy in the room. For more info visit fordcrewchief.com or call 855-858-FORD (3673)

STATE-OF-THE-ART FACILITY

Auto Truck Group specializes in the design, manufacture and installation of truck and van equipment for a wide variety of customers, trades, and industries. Founded in 1918, Auto Truck Group serves the continental United States and Canada with ten service centers and ship-thru service for Ford product. Whether it's something as simple as a decal package to something as complex as material handler, Auto Truck Group exceeds expectations.



This year Auto Truck Group opened a state-of-the-art facility in Kansas City, Missouri, with 70,000 square feet of manufacturing space, enough space to upfit more than 100 vehicles concurrently, a full design studio, and many more features to support the manufacture and installation of truck equipment for a wide variety of users and applications. This facility provides custom solutions to truck fleets in such industries as energy, telecommunications, railroad, municipalities, construction, and much more.

The Kansas City facility may be the model for the company's future. "We're probably going to take this model to other markets," said Frank Cardile, senior vice president of global manufacturing. The new facility will make the process of upfitting complex vehicles and ship thru of the Ford vehicles "more efficient," Jim Dondlinger, president of the Auto Truck Group, told Work Truck. "We need to be really focused because these are money-making trucks for our customers. Our new Auto Truck facility will serve both regional and national customers and fleets."

Auto Truck Group added 35 technicians at the new Kansas City facility and added an industrial engineer with experience who formerly worked at Goodyear to help ensure the processes at the facility are run more efficiently. Also among the new additions at the Kansas City facility is a design studio where fleet customers and Auto Truck Group technicians can review pilot vehicles and make changes prior to committing to production.

Importantly, the facility was awarded ship-thru for the new 2015 Transit full-size van, and the 2015 Ford F-150 Pickup. Using Ford ship-thru code 31A D9K (for both Ford vehicles), companies in need of fleet upfitting will be able to receive custom vehicles through the Ford transportation and shipping system.



About Auto Truck Group

Auto Truck Group is one of the leading work truck upfitters in North America. Founded in 1918, Auto Truck Group serves the continental United States and Canada with nine service centers and ship-thru service with five of the top OEM manufacturers. From custom orders to entire fleets, Auto Truck Group is ready to help pool/dealer customers, fleets and commercial users. For more information, contact Auto Truck Group at 855-AutoTrk (288-6875), visit www.AutoTruck.com, or email Eric Schoenfeld at eschoenfeld@autotruck.com.



Trends in the TRADES

FORD SIGHTINGS IN THE PACIFIC RIM

By Taylor Steinberg
Corporate Sales Trainer, Knapheide

My wife of almost 48 years, Lorraine Steinberg, and I checked off a number of must-see locations on our “Bucket List” while recently exploring the history, culture and architecture of the Pacific Rim. We had several Ford sightings in China and Vietnam while fewer were observed in Korea, Japan, Taiwan, Thailand and Singapore.

China, with a population approaching 1.4 billion, utilizes a number of transportation devices of all types and sizes to accomplish their transportation needs.

We experienced Beijing traffic first-hand where there is a population of around 23 million with around 5 million cars but only 3 million parking spaces. The result is traffic compared to or worse than any major city in the USA. If we add the number of bicycles, scooters and motorcycles in use, the total is off the charts. We had an experienced driver and the destinations were planned to travel against the rush hour traffic resulting in no major problems. Ford sightings were limited to numerous sedans in Beijing.



Xian, located at the eastern terminus of the Silk Road from the Middle East, with a population of over 8 million in the area, has equal traffic congestion and we experienced limited Ford sightings except for an Explorer ad in the Xian airport.

Chongqing, with a city popula-

tion of over 8 million with 32 million in the region, had the most Ford sightings of any city in China. We experienced a number of Ford vehicles from sedans, SUVs and Transits. The City of Chongqing Police Department had a fleet of Ford sedans and Transits.

“ The City of Chongqing Police Department had a fleet of Ford sedans and Transits. ”



Shanghai with a population of over 24 million, located on the Yangtze River Delta is a global financial center and the largest container port in the world. Limited Ford sightings were experienced.

As we continued our Pacific Rim adventure there were limited Ford sightings in Korea, Japan and Hong Kong.

Vietnam had the most Ford sightings with a number of Transit passenger vans throughout the country and Ranger crew cab pickups used by the police department in Ho Chi Minh City (Saigon).



Thailand and Singapore had very limited Ford sightings.

Throughout our adventure, we saw no full sized pickups of any brand in any of the countries. There were a few Ford crew cab Rangers in Vietnam used by the police department and a few small crew cab pickups from Toyota, Mazda, Hyundai and a number of other unrecognizable local brands throughout the region.

Commercial transportation is addressed with a number of vehicle types. Class 7 & 8 semis are used throughout the areas of all countries with Freightliner and International the only recognizable brands in Vietnam. A number of local brands were used throughout the other countries. Classes 3 to 6 are covered with cab-overs from Dae-woo, Isuzu, Toyota, Hyundai and a number of other local brands. Class 1 & 2 are served with a number of light duty vehicles including bicycles, scooters and small mo-

torcycles with three wheels and a small platform. There are a number of lighter GVWR trucks fulfilling the needs of class 1 & 2.

Bottom Line – We experienced the joy of travel and had an excellent time in the Pacific Rim by studying their history, experiencing their culture and traditions. We found them to be very hard working and friendly people. Every time I made eye contact and smiled I received the same response in all of the countries.

Traffic laws are basically non-existent in Ho Chi Minh City with street markings used for decoration only

while traffic lights are used as lighting decoration. There are ten or more scooters for every car and if you wish to cross the street, you simply need the courage to step off the curb and start walking slowly. Whatever you do, do not stop. The traffic does not slow down but simply moves around you as you proceed across the street. What an adventure and it really works.

Below: Singapore jay walking is illegal as is chewing gum and yawning on select transportation devices as illustrated in the following photo.



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COACH KEN

Hundreds of dealerships use Ken Taylor's ideas and consulting suggestions to jump start their sales production, which is no surprise because Ken Taylor & Associates is one of the few companies that truly specializes in fleet and commercial sales and sales management. One of the biggest things that sets them apart is, when you are ready to hit the streets and call on prospects and customers, they go with you. They really do not consider themselves "consultants" but rather sales professionals who go into the line of fire. One of the best comments they get from dealer principals and commercial sales managers is that every time they come into the dealership sales increase.

Here is Coach Taylor's advice to the dedicated FordPro:

The "WOW" Factor

Have you ever noticed the sales person that always seems to get endless referrals? You scratch your head and wonder "How do they do it?" The answer might surprise you. At first glance the answer would seem to be "They ask for referrals," but that's not the answer. A lot of sales professionals ask for referrals but seldom get tangible results. The real answer is this, the "WOW Factor." Have you ever worked with a sales person and at every step of the sales process they exceeded your expectations? It might have been how quickly the person returned your phone call, or after your first meeting sent a thank you card. Maybe he or she did a better job of asking questions so that person could better meet your needs. At the end of the transaction you might have received an unexpected gift and your response was "wow!"

Take a close look at your "sales system." That's what I thought, you don't have a system. Successful sales professionals who have a well-planned delivery system with value added steps along the way stand out. When their clients are talking with other people they are quick to tell their story



regarding the exceptional service and the unexpected value they received. Not only do they refer the "WOW Factor" sales person, they endorse that person. Result? Endless referrals.

Here are some simple steps in designing your referral machine:

- Review your entire process and find ways to improve each step. You only have to improve each step by 10% and you improve your sales system monumentally.

- Find ways to surprise your clients in a positive way. Small gifts, thank you cards, regular communications, anything to set yourself apart from their past experiences.
- Gather as much personal information on your clients as you can and incorporate that information into your system. It could be as simple as knowing their favorite restaurant or knowing their favorite sports team and giving them a gift of a jersey or tee shirt.
- Stay in touch after the sale. Have a newsletter or send articles that are of interest to your clients. Staying in touch after the sale keeps you on their mind and will generate referrals by being on their mind.

The road to the extra mile is never crowded! Very few sales professionals go the extra mile, the ones that do get massive referrals. Start creating your own "WOW Factor" and watch your business grow.

Coach Taylor's Advice to the GM, Dealer Principal or Fleet/Commercial Manager:

The right sales person:

At a minimum, your outside sales person should be making four appointment calls per day at least four days per week, every week. He/she should be a member of one or two trade associations and attending the meetings to get more appointments. He/she should be in a business networking group like BNI.com and working the service lanes. I know six ways to find commercial business right in the dealership that the commercial sales consultant should be working. I was once asked by a dealer, "How long before I will know if my commercial sales person is going to be successful?" My answer was "the first 30 days." If this person is performing all the outside and inside activities we demand he/she will start selling trucks. If they don't do the activities in the first 30 days, they never will. Find someone who will.

The right organizational tools:

Too often the dealership forces the commercial department to use the retail customer relationship management software. The problem is that

the system that works on the retail side doesn't on the commercial side of the business. I have too many stories of business development centers calling commercial customers daily to the point the customer will go somewhere else for their business. There is a reason top commercial departments are using CRMs like ACT! or Salesforce.com. These are suited for business-to-business selling. It is also an easy way to hold the sales people accountable. If they don't enter information into the CRM, you can assume they were not doing the right sales activities.

I would invest not only in a solid business-to-business CRM but the training necessary to get the sales force up to speed quickly. I would want the "cloud version" so it could be accessed from anywhere. It would not hurt to have all the sales staff equipped with tablets for immediate updates and for presentation purposes.

The right inventory:

A solid mix of all truck lines, vans, cab chassis, and upfitted work vehi-

cles is necessary to get results. It can be a mixture of on-the-lot, Work Truck Solution dealer network, or bailment pool units but you have to have the inventory if you want to sell.

I would have no less than three times as many work vehicles on the lot than my sales goals for each month. If I want to sell 15 units I would have 45 units minimum between in stock and bailment pools.



ABOUT KEN TAYLOR

For over 20 years Ken Taylor has been delivering training, consulting, professional coaching and marketing to some of America's largest corporations. Known nationally as "America's Corporate & Personal Coach," Ken's advice

and services have helped companies like General Electric, General Motors, Chrysler, CitiBank, Wells Fargo and the Federal Reserve Bank of the United States.

Ken attended the University of Richmond on a full football scholarship and graduated with honors. He started his professional career as a teacher and coach by coaching seven high school All American athletes, two collegiate All Americans and five athletes that went on to play in the NFL. Ken has coached one SuperBowl Champion and a Heisman Trophy winner! His athletic teams won numerous district and regional titles.

Ken has written over 1500 articles for publication, 33 training programs and two books, and . He has appeared on radio, TV and speaks to thousands of business professionals every year. There are those who talk about success and those who have created success. Ken has done it all.

For more information about Ken Taylor & Associates' Commercial Automotive Consulting program call 1-866-446-2966, or go to www.coachkentaylor.com.



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TERRY'S BLOG



The Co-Op of Success

Praise be to all of you one person truck departments out there. You've got a lot on your plate, and frankly, I don't envy your workload. Having a team of people can really help make this easier and get more accomplished, but even with your so-called singular limitation, there is much you can do to help yourself by focusing on cooperation rather than anything such as the idea of competition. Let's take a look at a few ideas on this subject:

1 INVENTORY One person truck departments are typically on the low end of commercial inventory stock. Knowing how many different chassis you can put an 8' or 9' single rear wheel service body tells you that more is far better than few.

It wouldn't matter how many you stocked, you would never have everything you need, so by creating cooperative relationships with other truck dealers that sell your brand, you can increase your inventory dramatically without any flooring or inventory purchase expense. Open a dialog with other dealers who stock commercial trucks and work with each other to build that relationship and help each other by sharing inventory information, doing trades on old stock, and a host of other opportunities.

One of the best opportunities as far as inventory is concerned is by partnering with Work Truck Solution (www.WorkTruckSolution.com). This is new technology that is making a huge difference in inventory availability and cooperative relationships. I cannot recommend this solution enough. If I were back in the business, they would be my very first call. It is a powerful tool that goes way beyond inventory.

2 MENTORING Ask for help. Often we may think we can figure everything out on our own, and we can eventually, but why not consider the advantage of cooperative effort by talking and sharing thoughts and ideas with others who may have more experience.

I've had the pleasure of meeting and knowing a few bold ones who reached out to entertain some of my knowledge and I have always been happy and eager to share. I think people who are successful generally are willing to help others when asked. Few ask. Even today, I am more than willing to talk to anyone interested in asking questions.

- 1. INVENTORY**
- 2. MENTORING**
- 3. DEALERSHIP COOPERATION**

3 DEALERSHIP COOPERATION There is much that can be done to help you have more success by finding and developing cooperative relationships within the dealership. You might take one of the retail people under your wing to assist once in a while and make sure they are rewarded for doing so. This can make your life easier and more fruitful.

Other cooperative relationship such as with one or more in the office, service writers and service managers, parts manager and counter people, detail and lot personnel, car wash companies that take care of the lot and others

Whether you have a large team, or you are a one person department, some of these ideas may be just what you need to move the needle a little more.

Terry Minion of Commercial Truck Success spends his days helping dealers develop successful commercial departments



FORD PRO-FILE:

Sandy Zukowski

Sandy Zukowski is fleet/commercial manager at Future Ford Lincoln Mercury of Concord, California, located in the East Bay area of San Francisco. Sandy entered into the automotive business in 1982 as assistant to the owner when Future Ford was Sun Valley Ford. When Sun Valley Ford was purchased by Lithia ten years ago Sandy transferred into the fleet department. The Future Group has Roseville, Sacramento, and Clovis Ford/Lincoln along with several other nameplates.

Sandy shares Future Ford's fleet sales department with Berger Detlinger. They are lucky enough to have a Parts/Service Rep, Vito Ciarfaglio, in the Bay Area that is a great resource to them.

Sandy has worked up a loyal clientele over the years. "It is all about being honest with them. It starts with the person answering the phone. Customers get a positive vibe when they walk into the dealership," Sandy said. "Our working relationship with the Parts/Service Department makes customer service a breeze. We have a great Fleet Service Advisor; Todd Shear."

Future Ford's large inventory is an advantage. For custom upfits

they rely on body company pools. "We use the body companies' pool units on 90% of the trucks we stock. The stock availability thru the body companies makes for a faster turnaround than ordering and drop shipping. If a customer has special needs, we do whatever it takes to facilitate."

Sandy has been using Work Truck Solution's cloud inventory service for about six months. When truck buyers go to their Future Ford of Concord website they see finished truck inventory, and have confirmation that Sandy and Berger are their local professional work truck resource. "WTS is also a helpful tool when searching for a unit we don't stock or for a customer's immediate need."

Sandy has been a board member for the Nor Cal Ford Truck Club since its start in 2002. "The Club would not be the success it is without the dedication of Paul Brown, our President. He's been at the helm since the beginning and does a great job," Sandy said. Paul Brown is the fleet/commercial manager at Larry Geweke Ford in Yuba City.

"Fleet sales are all about building relationships," Sandy observes. "Going to the truck club meetings is a



good way to know the other players out there in commercial sales. The truck club's meetings help build relationships among fleet professionals. It is great knowing who is on the other end of the phone when doing a trade or needing an upfitted truck."

"Commercial sales is not a sprint but a marathon," Sandy said. "I love what I do! It's my wish that more women would get into my end of the business." There are perks for women entering commercial fleet sales. "It is nice when you go to the Truck Club meetings because there is never a line for the ladies room."



Sandy loves snowmobiling. "There is nothing more relaxing or challenging to me than to be riding cross-country on my sled in the Sierras in the company of good friends! In NorCal it's kind of hit and miss - mostly miss the last couple of drought years. I am doing my snow dance."

Article by Ken Keller

FORD TRUCK CLUB NEWS



NORTHWEST

On October 10th, 2014, the Northwest Ford Truck Association (NFTA) held their final meeting of the 2104 year. The event was planned by treasurer, Mike Ryan, and well attended by many Washington and Oregon fleet managers and BPN members. The event was hosted by Tim Stallings of the Morgan Corporation in Portland Oregon. Morgan presented their current product line and Tim spoke to their plans for future product offerings. A few Ford product lines with Morgan upfits were on display at Providence Park, in association with Palfinger, Master Rack, Smart Space, Ford Commercial Credit, and Ford's BPN membership.

Guest speaker Todd Kaufman, flew in from Dearborn to address the membership about the all new 2015-16 F650/750 product line up in preparation of its coming launch. Bob Braukman with Ford Credit led a demonstration and discussion of CTT and its integration with Ford's TRAC leasing.

The evening was highlighted with a plated dinner at the Marriot City Center Portland, with Todd Kaufman addressing the group and speaking to the future of Ford Motor Company and its business outlook. Bess Wills, Dealer Principal of Gresham Ford addressed the group, speaking to the future of the overall automotive industry and its upcoming opportunities. Jeff Davenport, President of the NFTA, introduced the officers elect for the 2015 calendar year to the gathered association members: Mike Ryan, Don Beasley, Verle Ketchum, Dan Forward, Bill Tucker and Art Harris. The event concluded with comedian Jeff Evans and an evening at the casino.

HOUSTON

The Houston Truck Club will have its 2014 Christmas Party on Dec 2, 2014, at the Saint Arnolds Brewery; 6-9 PM. They will enjoy a Buffet Dinner and 'All the Beer You Can Consume'. Everyone will get a Houston Truck Club Commemorative Beer Mug. Admission is free for Truck Club members and \$25 for guests.

The Club will be taking nominations to fill several vacant officer positions at this meeting.

PHILADELPHIA

The Philadelphia Ford Truck Club will meet Wednesday evening, November 19th, at the Crowne Plaza in Feasterville-Treves, Pa.

Sponsors will include H.A. DeHart & Son, Inc. and Dejana Truck & Utility Equipment Company, Inc. Rich Zawrotny will review the products and services offered and installed by H.A. DeHart & Son, Inc. and Bob Wescott will review the products and services offered and installed by Dejana.

Members plan to make positive and productive use of their time by bringing invoices/body invoices of aged inventory and seeing what they can work out with their fellow members.

The purpose of the meeting is to make a difference for each FordPro and their dealership!

Attendance/Club participation is \$45.

CENTRAL PENNSYLVANIA

The CPFTA meeting was on November 12th at Penn National Race Course, Grantville, PA in the Hollywood Casino, Upstairs Meeting Rooms

Cortan & Horatius Rooms.

Sponsor the event was the Ford Motor Credit Company - Philadelphia Commercial Lending, Mr. Michael McLaughlin - Commercial Business Development Manager and Mr. Steve Hill - Sales Support Manager

Guest Speaker was Mr. Steve Randall - Regional Sales Manager, Philadelphia Region, Ford Motor Company

The club encourages FordPros to

bring their dealership General Managers and even the dealer principals; the horses should be running that evening and the Hollywood Casino is always open. Happy Hour and Social Time at 6:00 PM, Dinner and Meeting at 7:00 PM, Ending at approximately 9:00 PM Cost: \$50.00 per person for this meeting

NORCAL

Paul Brown, president of the NorCal Ford Truck Club reports:

On October 22nd the NCFTC held their annual Vendor Display, CHP Training and Hawaiian Luau Dinner. The day started with about 50 members playing golf at the Woodbridge Golf and Country Club just outside of Lodi, California. The California Highway Patrol then did an hour presentation on new laws that affect commercial customers. Following this they had 25 pool companies and Vendors displaying their latest commercial truck accessories. There were about 60 Commercial Account Managers from Ford Stores visiting each booth to check out the latest accessories and to pick up a raffle ticket for the prizes after dinner.

Dinner was served by the pool at the country club and consisted of 2 large whole BBQ'd pigs with all the trimmings. After dinner each vendor raffled off prizes for the folks that came to their booths. To finish off the day we raffled off a \$2500 trip to Hawaii which was won by Bryan Clark from Elk Grove Ford.



GOOD TIMES Pictured from left to right: Lonnie White Commercial Van Interiors, Paul Brown Geweke Ford, Steve Hester, Adrian Steel and, the short guy in front, our club Mascot Max Paul Brown.

NEW 2015 FORD TRANSIT PACKAGES

In September Ford announced that it has shipped all models of its 2015 Transit full-size van, including the cargo, passenger, cutaway, and chassis cab models. The Transit, Ford's E-Series replacement, is available in a mind-boggling 58 configurations.

The timing could not be better for Adrian Steel, a leading manufacturer of cargo management solutions. The company recently released its new line of upfit products for Ford's 2015 Transit van that includes shelving, partitions, ladder racks, and vocational packages for the low-, medium-, and high-roof versions.



A lot of technology was used to design the Transit vocational packages. Todd Goldmeyer, Marketing Manager, talks about the design process. "Adrian Steel started developing the Transit cargo management products years in advanced of the vehicle coming to market. Product concepts are developed electronically, then refined when the electronic vehicle data of the Transit is received. All of our products go through a thorough design and validation process where we utilize prototype Transits from Ford to test the products in our R&D center and on a test track. We make sure our products will meet or exceed our customers' quality expectations!"

Adrian Steel's has a number of Transit vocational packages for low medium and high roof Transits. These vocational packages feature their ADseries shelving units, the only truly adjustable shelving product on the market. Plug and Play shelves come pre-punched with holes and can be adjusted on one inch increments.



Also, Adrian Steel's EZ Load is a lockable, easy to grip ladder rack that is designed with ergonomics in mind. Their LOADSRITE is designed to allow the driver to load and unload ladders the right way, from the rear of the rack. The ladder drops down to a position where the ladder can be pivoted safely off the vehicle. The EZ Load and LoadSRite racks eliminate the need for the driver to lift the entire weight of the ladder onto the rack.

"All of our ladder racks incorporate a loading/unloading assist feature. The basic utility rack has a rear roller assist not only for loading but to protect the van from the ladder landing on the back of the Transit, damaging the ladder or vehicle. The Transit low roof is a little taller than the Econoline, making it harder to reach the ladders. We have locking side load and drop down ladder racks that reduce the need to climb tires or bumpers to reach these heavy ladders on top of the low or medium roof Transit. These more technologically advanced ladder racks reduce driver risk and allow drivers to be more efficient." Todd Goldmeyer added.

For Adrian Steel technology is instrumental in training their distribution network. Todd explains. "It is hard to get out to every one of our 300 distributors across the country. We provide online training segments to all of the distributors. These are live training opportunities to learn what our product offerings are and to answer any questions they may have. The online training segments last about two weeks and give our distributors a good understanding of the products, programs and process designed around taking care of Ford Transit customers."

Adrian Steel offers a dealer incentive program called Upfit Rewards worth up to \$250 delivered on a pre-paid debit card when Ford dealers sell Adrian Steel products in Ford commercial vehicles.

**For more information visit their website at:
www.adriansteel.com**



BUILDING THE ALL-NEW F-150

CUSTOMER INTEREST FOR TRUCK AT RECORD LEVELS

The 2015 Ford F-150 started production at the Ford Rouge Center on November 11. Ford refurbished the Dearborn Diversified, Stamping and Tool & Die facilities earlier this year and added 850 new workers across four facilities at its Rouge Center. Five hundred new robots in the all-new body shop conduct state-of-the-art joining technology that leads to a tougher truck.

Interest in the new Ford F-150 has steadily grown since the truck was revealed in January at the 2014 North American International Auto Show. More than 225,000 truck enthusiasts have submitted their con-

fact information for updates about the vehicle, and more than 250,000 customers have built and priced their own unique version of the all-new F-150 online – a record through 13 generations of America’s favorite truck. The new model will be in showrooms December.

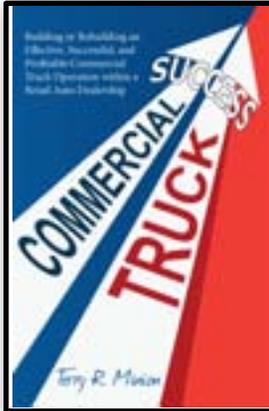
“The all-new F-150 is a showcase of innovation and class-leading capability for truck customers,” said Mark Fields, Ford president and CEO. “It underscores the product excellence and innovation we are delivering in every part of our business as we accelerate our pace of progress toward profitable growth.”



In addition to the Dearborn Truck Plant, the F-150 will be manufactured at Kansas City Assembly Plant in Claycomo, Missouri, starting in the first quarter of 2015. Combined, the two plants will have capacity to produce more than 700,000 trucks per year.



- **Tougher:** All-new high-strength steel frame, high-strength aluminum-alloy body, more than 10 million miles of testing and Baja 1000-proven 2.7-liter EcoBoost® engine
- **Smarter:** 10 new class-exclusive features, including 360-degree camera view, integrated loading ramps stowed in the pickup bed, 400-watt power outlets inside the cab, LED headlights and sideview mirror spotlights, and remote tailgate release
- **More Capable:** Up to 700 pounds less weight plus four engine choices for an impressive combination of power, capability and efficiency



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