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ISSUE 70

APRIL 2023

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NOTE FROM THE EDITOR

WHEN WILL THE FUTURE HAPPEN?

Funny thing about the future - it's always just out of reach and around the corner. That said, it's surely coming, and when it arrives, you'd better be prepared. In the business world, this means you need to use all the tools at your disposal to prepare for it and get ready.

In this issue, we have significant focus on Work Truck Week, and rightfully so. It's the largest trade show for commercial/fleet vehicles after all. And much of the talk at this year's event was about - you guessed it - the future. There's a great deal of uncertainty surrounding what will happen in the coming weeks,

months and year(s) given all that's going on with interest rates, bank failures, inventories/supply chains, and the list goes on. But, for those in attendance at Work Truck Week, the best news of all is they were able to see much of what's coming (think new introductions to vehicles, upfits and tools), while also talking to others in the business about what they're seeing and how they're planning for the road ahead; sharing ideas is a great way to validate thoughts and hear new perspectives.

Hopefully you were in Indianapolis too, but if you weren't, this issue may help shed some light on topics

you'd not previously considered or expound on those already on your mind. And, there are other tools to help you prepare for the future too - take a look at the section of upcoming events and consider which of those you should attend. There are plenty of options, from truck clubs, to virtual events like the Commercial Vehicle Business Summit, to additional in-person events, all of which can help you plan for the future that's around the corner.



Steve Henning



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JOE'S LETTER: SEIZE THE OPPORTUNITY

Okay, you have probably heard the two-word phrase, Carpe Diem, which means "seize the day!" That is always a good one. Every single day is one that, when we "seize it," it becomes more than just another ordinary, potentially drab yawner.

But there's a new two-worder from Latin that I'd like to introduce, and it's primarily for the many TruckPros, FordPros, that are new to the role in the many dealerships that have only one person designated to handle the fleet/commercial business. Often, as with me in my first assignment as one, I was THE ONE person so designated, among some twenty-plus salespeople there.

To me, it meant that whenever somebody showed up and asked a bunch of questions about a "work truck or van," the retail folks didn't want to waste their time on a customer that was just a suspect: a.k.a., a prospect for something they wouldn't be buying today. Or they were a referral from the owner, someone that they wanted to be treated with more patience and esteem, compared to the normal hunter/gatherers. Or they had the need for a unit that would accommodate a person with special needs, such as a wheelchair.

I only began to engage in chassis and work vans: units that were "partial Fords," which would be finished by a bodybuilder or distributor. For the first four years in the business, I was never called on by a distributor or bodybuilder(!); I guess I was too small to spend time on. I remember engaging a welder to build my first flatbed and I had no idea other people did this sort of thing all the time.

So here it is for you:

CARPE OCCASIO:

Seize the Opportunity!

The fact is, no matter where your dealership is located, there have to be at least a hundred folks that spend their

time in the three fields of plumbing, HVAC, and electrical installation, as well as repair/maintenance, within your dealership's key market. If they need a unit every 6-7 years, probably fifteen of those hundred are buying some unit every year!

JUST LEARN ABOUT THE OPPORTUNITIES IN THESE THREE VOCATIONS

If you "don't have time" to go to the Work Truck Show, at least log on to the YouTube channel and see what the bodybuilders have available for your clients. We have sponsors that offer key solutions to all kinds of vocations, and the 5-7 minute videos will give you an introduction so that you are not flat-footed about how you might serve your clients.

If you "don't have time" to market your capabilities to potential vocations in your area, then people like Work Truck Solutions are standing by to help you explore, to mine the opportunities within a few miles of your dealership.

Click on the links you will find here in this online magazine. Make the most of the opportunities that are so readily available.

You'll be amazed at the potential opportunities that are within easy reach.

Go make contacts, know about the key vocations, and seize the opportunity that is within your reach!

Good Selling,

Joe Hughes
President, NTC
joe.hughes@fordpros.com



SPECIAL THANKS FOR THIS ISSUE TO:

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Deist Industries, Inc.

Drivege Vehicle Innovations

Knapheide Manufacturing Company

Mitsubishi HC Capital USA

Premier Truck Body, LLC

OEM Systems, LLC

Reading Truck

Transfer Flow

Safe Fleet

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Venco Venturo Industries LLC

Work Truck Solutions

COMVOY

Commercial Truck Training

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General Sales Manager
Ron DuPratt Ford

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CONNECTING IN THE HIGH BEAMS



THE READING TRUCK GROUP SIGNS AN AGREEMENT TO ACQUIRE MASTERCRAFT TRUCK EQUIPMENT

The Reading Truck Group announced today it has signed an agreement to acquire Colorado-based Mastercraft Truck Equipment, a commercial truck and van solutions provider. With two locations in Colorado, the acquisition of the privately owned Mastercraft Truck Equipment, furthers Reading Truck's growth strategy; and positions the company with 24 Reading Truck locations nationwide.

"Established in 1983, Mastercraft has been providing exceptional upfitting and parts services to its work truck and van body customers for close to forty years. They have an excellent reputation for successfully meeting the upfitting and equipment needs of its customers, a key focus for Reading Truck," said Jeff Conrad, Interim President and CFO of The Reading Truck Group. "They are a great addition to our Reading Truck center network, and to our Reading Truck brand."

"As with our prior acquisitions, the addition of Mastercraft underscores our commitment to growth, and to our customers," said Eric McNally, Vice President of Sales & Marketing for The Reading Truck Group.

In addition to expanding Reading Truck's national footprint, the addition of Mastercraft Truck Equipment complements the portfolio of business units owned by J.B. Poindexter & Co., Inc., a best-in-class manufacturing and commercial transportation business enterprise.

Mastercraft Truck Equipment operates two locations in the Denver, Colorado vicinity. Founded in 1983, the company is a leading provider of work truck and van upfitting and equipment sales and installation.

Financial terms of the transaction are not disclosed. The transaction is subject to customary closing conditions.

For more information go to
readingtruck.com/about/new-releases



WORK TRUCK SOLUTIONS INTEGRATES CRESTLINE INTO NATIONAL MARKETPLACE

Work Truck Solutions, the leading authority on commercial vehicles, expands its strategic partnership with Crestline Auto Transport, a premier nationwide vehicle shipping and logistics company. Crestline will embed their vehicle shipping functionality onto the Work Truck Solutions Comvoy.com platform. This new API technology offers Comvoy.com users real-time, upfront, delivery costs on every vehicle in inventory, enabling users to lock in costs prior to finalizing a purchase.

Comvoy.com is the structured, searchable, marketplace for work-

ready trucks and vans, serving businesses of all kinds. Comvoy listings deliver information that matter to commercial buyers, such as complete configuration details with both body and upfit information. With Crestline functionality integrated into each Comvoy vehicle detail page (VDP), commercial vehicle shoppers have an accurate view of the full cost of purchasing a vehicle with delivery included—without leaving that page. For buyers, the result is a smoother shopping experience, and for dealers, increased odds of closing sales.

"Selling and buying commercial vehicles can be complicated," said Kathryn Schifferle, founder and Chief Vision Officer of Work Truck Solutions, the company behind Comvoy.com. "Our team works hard to identify and eliminate friction in the process. Integrating Crestline's API gives buyers more confidence in purchasing non-local vehicles by

eliminating apprehension associated with knowing the 'full cost' of the work truck, van or SUV."

Crestline, a recognized leader in commercial and fleet vehicle shipping since 2010, has provided best-in-class transport services for thousands of modified and specialty-upfit vehicles.

"With today's customers expecting as much efficiency as possible from the online shopping experience, we are proud to be the first to deliver integration that uses the vehicle configuration to accurately create the shipping estimate," said Alan Levy, Founder and President of Crestline. "We are excited to work with a like-minded partner in Work Truck Solutions, who shares the same vision of simplifying and streamlining automotive logistics through a robust technology solution."

www.worktrucksolutions.com
www.Comvoy.com

GET THE COMMERCIAL VEHICLE PLAYBOOK HERE - CHAPTER 3 NOW RELEASED!

In the Commercial Playbook Chapter 1, we learned that adding a commercial vehicle component to your dealership business is a savvy way to aid in continued growth. In Chapter 2, we explored strategies to implement or fine-tune your commercial vehicle department. Now, in Chapter 3 we look at how an expanded view of commercial-customer care can build on that.

WORK TRUCK SOLUTIONS

SLOWLY INCREASING INVENTORY AND CONTINUED DEMAND FUEL COMMERCIAL VEHICLE INDUSTRY

Work Truck Solutions®, the leading authority on commercial vehicles, today released their Q1, 2023 Commercial Vehicle Market Analysis. The slow but steady increase of inventory available from OEMs is affecting commercial vehicle sales in predictable ways.

Inventory

- With Ford leading the charge among OEMs, new on-lot inventory per dealer continued to grow: +10.8% QoQ and +46.4% YoY.
- With new inventory levels still only 46.3% of what they were in 2019, used vehicles continued to help fill the demand, as evidenced by the rise in used on-lot inventory per dealer, up 125.4% YoY.

Prices

- Average used vehicle prices continued their modest decline: down 1.7% QoQ and 4.3% YoY.
- Continuing the trend we've seen since Q2 2022, both new work trucks and vans still carry a significant price tag with prices increasing 2.4% QoQ and 4.1% YoY.

- Within new vehicle averages, Empty Cargo Vans by themselves showed no signs of stagnation with prices rising:

- 5.0% QoQ and 5.8% YoY for Light duty work vans, and
- 1.6% QoQ and 7.8% YoY for Medium duty vans.

- The prices of Service Trucks also continued their upward trend with:

- Light duty up 1.9% QoQ, and 6.9% YoY, and
- Medium duty up 1.5% QoQ and 6.0% YoY.

The median mileage of used work trucks and vans maintained its upward arc, with increases of 6.3% QoQ and 11.6% YoY.

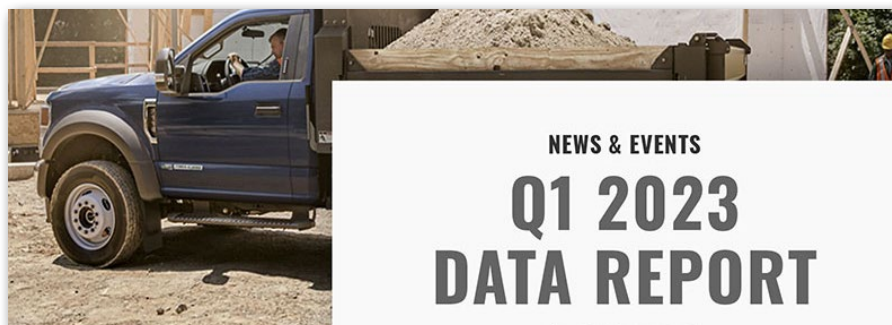
Although the combination of higher mileage and more available new vehicles is influencing the decrease in used-vehicle prices, unmet demand is slowing that decrease. There is a slight increase in days-to-turn that shows both new and used inventory staying on dealer lots longer, a trend we'll keep

a close eye on in the coming months.

"An interesting note in this data is that even with higher new-vehicle prices, searches for new trucks and vans remained strong, demonstrating that customers are still dependent on replacing, and adding, vehicles for their businesses," said Aaron Johnson, CEO of Work Truck Solutions. "On the other side of the equation is an uncertain economy, inflation, and rising interest rates. Taking all of this information in aggregate means the commercial vehicle industry is likely moving into not only a more competitive phase, but a world where digital tools to help buyers with acquisition, like CV Showroom™ and EZ Order™, are necessary for dealerships to thrive. Plus, savvy dealerships will need to utilize data-driven insights to position themselves as business partners rather than mere vendors."

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COMMERCIAL EV OUTLOOK FOR 2023

Between mounting clean-air regulation and a genuine desire for ecological sustainability, the demand for vehicles using alternative fuels (alt-fuel) has never been greater. It's more than a trend; the drive to create cleaner transportation systems is here to stay. So, what does that mean for businesses that buy, sell, and use commercial vehicles?

While there are many potential options for alternative fuels in this market, two of the most readily available and viable alternatives for 2023 include propane internal combustion engines (ICE) and battery electric vehicles (BEV). Naturally, each option has unique pros and cons, depending on the job type for which it is used. Let's look at what's in store for BEV commercial vehicles in 2023.

BATTERY ELECTRIC COMMERCIAL VEHICLES

Reports from [Mordor Intelligence](#) and [Wood MacKenzie](#) indicate that the outlook for BEV commercial vehicles in 2023 is positive. The commercial electric vehicle market is expected to increase, with a



projected CAGR of 25.10% during the forecast period, and reach a value of USD 258.78 billion.

AVAILABILITY OF CHARGING STATIONS

The outlook for commercial BEVs in the United States is quite promising, but one of the most common issues with adoption is the availability of charging stations.

"Many truck drivers are BEV fans, but some say they've driven them before and haven't had very good luck with them," says Gary Schmidt, Senior Vice President of Sales at [Motiv Power Systems](#). "But when you ask a few more questions about

why, most of those issues tend to go back to infrastructure and are not necessarily vehicle-related."

In response to this known pain point, President Biden's [Bipartisan Infrastructure Law](#) will invest \$7.5 billion in EV charging, which will help fund a nationwide network of 500,000 EV chargers by 2030. Additionally, several states have set ambitious targets for EV adoption and have implemented policies encouraging investment in charging infrastructure. For example, California has set a goal of having 5 million zero-emission vehicles on its roads by 2030. It has allocated [\\$1.7 billion](#) to support the deployment of medium and heavy-duty charging infrastructure.

Private companies are also investing heavily in EV charging infrastructure in the US. For instance, [ChargePoint](#), one of the largest EV charging networks in the US, has announced plans to install 2.5 million charging stations by 2025, and [EVgo plans](#) to have 2,000 charging stalls at Pilot and Flying J locations across the U.S.

The [AFDC Station Locator](#) tool helps fleets and private users identify nearby public and private fueling stations.





TRANSITIONING TO BATTERY ELECTRIC

Whether for a fleet or a single truck, transitioning to BEVs is a complex move. Dealerships are in a prime position for their own transition from work truck vendor to business partner.

"Making the BEV sale is not just as easy as pulling an inventory sheet and selling that vehicle," explains Schmidt. "If you sell them that vehicle and they're not prepared to utilize it, that's probably the last

vehicle you'll sell to them. Much of a dealer's job, especially in a pre-sale situation, is transferring knowledge and making sure their customer is prepared. Dealers need to ask the right questions, and if they don't have solid solutions, be prepared with partner networks within infrastructure, etc."

The transition to electric trucks presents both opportunities and operational challenges. One challenge is the upfront cost of purchasing electric trucks, which

can be higher than diesel trucks. However, a report from the National Renewable Energy Laboratory (NREL) found that, under certain conditions, battery electric or fuel cell commercial trucks can provide a **lower total cost of ownership (TCO)** than traditional diesel-fueled trucks under certain conditions.

Another challenge is the limited range of electric trucks, which can be a concern for long-haul operations. The North American Council for Freight Efficiency provides an overview of commercial battery electric vehicles and their **viability as an alternative to diesel vehicles**, including use cases where they are best implemented.

CONCLUSION

So, while BEVs have a positive outlook, it's apparent that incorporating them into daily business operations still presents some challenges. However, with the right knowledge, preparation, and partner networks, dealerships can help their customers successfully make the switch to cleaner, more sustainable transportation systems when they're ready.

COMMERCIAL VEHICLE PRO PODCAST



CLICK TO LISTEN TO ELECTRIC VEHICLE NEWS FROM THE FLOOR OF AT WORK TRUCK WEEK 2023

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THIS BIG MARCH EVENT HAD NOTHING TO DO WITH BASKETBALL

BY STEVE HENNING, SENIOR MARKETING DIRECTOR, WORK TRUCK SOLUTIONS

If you follow college basketball, you know there's a big event in March that teams and fans look forward to each year. But if you follow the commercial vehicle business - which, of course you do since you're reading this - you know this industry has a big March event too. It's called Work Truck Week and it's something those of us in this business look forward to every year.

This year, the event was back in full force, with numbers exceeding last year when it was just getting back to face-to-face following a virtual event in 2021. In fact, almost 15,000 commercial vehicle professionals were on-hand in Indianapolis the week of March 6th. With the Green Truck Summit and The Work Truck Show®, plus Ride & Drive, there was plenty to see and do for all attendees.

If you were in attendance, you know there was a great deal of attention on EVs, with the launch of eight commercial EVs at Work Truck Week, plus auxiliary power solutions, equipment and bodies. Additionally, almost twenty companies offered the opportunity to experience their technical advancements first-hand through ride and drives, enabling participants to drive both electric, as well as internal combustion engine vehicles. Hopefully you also had a chance to see the school bus version of the Ford E-Transit, which debuted at the show. This introduction makes



Ford the first full-line automaker to offer a Type-A school bus package on an electric powertrain.

The major role EVs played in the event this year is likely a trend we'll continue to see, which is understandable based on all the attention from various sectors, such as the government, the general public and the media. The EV presence was reinforced by many upfitters showcasing upfit packages for EVs, indicating they understand the role EVs play.

However, while there was plenty of talk about EVs and other types of alternative fuels, this wasn't the only topic on the minds of attendees. Presentations, meetings and booth discussions covered a wide range, from inventory levels, to upfit solutions, to future industry projections. With so many unknowns related to the economy, there was still tempered optimism about the year ahead. For example, vehicle inventory levels are SLOWLY coming back, although they still aren't close to historical levels. Given the level

of uncertainty, savvy operators spent time at the show looking for companies that can help them improve operational efficiencies and capitalize on best practices; this mindset is why they are top performers, regardless of whether or not they are dealers, upfitters or others in the commercial vehicle space.

If you didn't attend Work Truck Week, you really missed out - on new connections, on seeing the latest innovations and discussions about ways to improve your business, as well as missing out on some fun events put on by different businesses serving our industry. So be sure to put WTW 2024 on your calendar now so you don't miss out next year!

See you in
Indianapolis March 5-8, 2024.

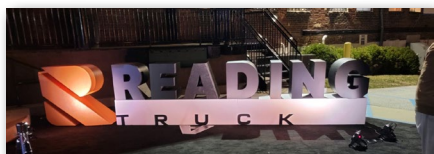
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LOUNGIN' AT THE BASHES

BY EDITORIAL STAFF

Reading Rocks Bash ROCKS Work Truck Week 2023



The Reading Rocks Bash kicked off Work Truck Week 2023, breaking the ice with great food and entertainment. A casual attire event, attendees enjoyed a rock-in' night filled with cigar rolling, an open bar, complimentary food, black carpet with photo wall, pool tables, bourbon tasting, exclusive VIP swag bags AND a surprise performance by a legendary gold record-winning rock band, Molly Hatchet.

A few glowing reviews speak for themselves:

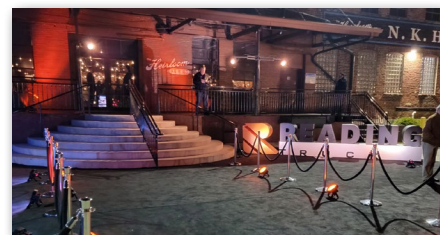


"The 1st ever Reading Rocks Bash was amazing. Packed with people, great finger food, drinks, hand-rolled cigars and an awesome live band! And Lisa MacGregor welcomed us at the front door; can't wait till next year!"

"It was an excellent event in a great venue. All of the "I"s were dotted and "T"s crossed on the detail, from the commercial vehicle display and

amazing lighting in front of the building, to the guys with the black suits and sunglasses asking for the password when you went in the front door. There was something for everyone...food, drinks, great music, cigar bar...I thoroughly enjoyed the bash!"

The overwhelming consensus is that everyone is looking forward to next year's event!



LOUNGIN' on THURSDAY: If You Missed it, You Missed a Great Party

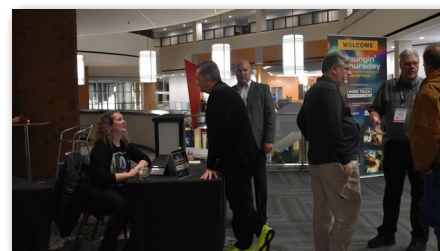


Work Truck Solutions, along with Escalent, Mitsubishi HC Capital America and Crestline, hosted the inaugural "Loungin' on Thursday" event during Work Truck Week.

Taking place at the Hyatt Regency directly across the bridge from the convention center, all who attended agreed it was a great way to wind down the show in a casual setting and spend time with old and new

friends in the industry, while also having the opportunity to win great prizes and pick up some swag from the reception sponsors.

The event boasted a futuristic theme with signature cocktails like the CyberCosmo and AltFutureFuel, hors d'oeuvres, neon-lighted coasters, and multiple drawings for prizes that included a VR headset, electric scooter, hoverboard, drone, and wireless speakers.



One prize drawing winner sent a picture of what he'd won to his daughter, who was so happy she was in tears when she learned what her dad was bringing home for her! A successful business trip that also makes your kids happy? It doesn't get much better than that.

Looking forward to Work Truck Week 2024 and even more fun.

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WATCH + LISTEN : KNAPHEIDE

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COMMERCIAL VEHICLE PRO

Taylor Steinberg, former corporate trainer at Knapheide, and commercial-vehicle industry authority, was on hand at Work Truck Week 2023 to commemorate

Knapheide's 175th anniversary with their History Booth display. Steinberg shared several modern-day truck features and business terms associated with the

historical timeframe of Knapheide's early days, including work truck frame width and the origin of the word "tire."

Next, Steinberg highlighted the 1924 Ford Model TT, explaining Knapheide's work upfitting these early work horses with custom-built bodies.

Moving on to the 1955 Chevrolet C6400 truck, Steinberg talked about the upfitting work Knapheide undertook with these vehicles as well.

Last, but definitely not least, Steinberg showcased the Chevrolet C10 Truck - The original truck chassis has been upfitted with a new one-off Heritage service body designed and built to 1971 specifications.

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WorkTruck Week 2023

Knapheide
SINCE 1848

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Mandar Dighe, Vice President of Sales and Marketing at Knapheide, talks about Knapheide's 175th anniversary and how the future will be built around solution-based design.

WorkTruck Week 2023

Knapheide
SINCE 1848

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COMMERCIAL VEHICLE PRO

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Mandar Dighe, Vice President of Sales and Marketing at Knapheide, discusses Knapheide's cautiously optimistic approach to designing bodies for specific makes and models of EVs.

WATCH + LISTEN : SAFE FLEET



Work Truck Week 2023

SAFE FLEET

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COMMERCIAL VEHICLE PRO

Craig Bonham, Vice President of Commercial Vehicle at Safe Fleet, introduces the company as a relatively young organization bringing steady innovation to the commercial vehicle industry. Bonham explains Safefleet's mission to save lives and prevent injuries for drivers, passengers, and pedestrians.

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Work Truck Week 2023

SAFE FLEET

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COMMERCIAL VEHICLE PRO

Craig Bonham, Vice President of Commercial Vehicle at Safe Fleet, explores how upfit components in the last-mile delivery vertical can affect both efficiency and safety.

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Work Truck Week 2023

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COMMERCIAL VEHICLE PRO

Craig Bonham, Vice President of Commercial Vehicle at Safefleet, and Alex Trkulja, Director of Sales at RVS, test drive the **MobileMule™ AI solution**. Bonham and Trkulja explore how this AI-powered dashcam product can be used for situations ranging from operator coaching to litigation.

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WORK TRUCK WEEK 2023: WATCH + LISTEN

WorkTruck Week 2023

SAFE  FLEET

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COMMERCIAL VEHICLE
PRO

Craig Bonham, Vice President of Commercial Vehicle at Safefleet, and Alex Trkulja, Director of Sales at RVS, demonstrate how data from the **MobileMule™ AI** solution might be used in a real-world scenario. Trkulja also explains MobileMule's facial recognition technology and how Safefleet handles the balance between operator privacy and effective coverage.

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WorkTruck Week 2023

SAFE  FLEET

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COMMERCIAL VEHICLE
PRO

Craig Bonham, Vice President of Commercial Vehicle at Safefleet, and Alex Trkulja, Director of Sales at RVS, discuss how proximity technology benefits today's fleet operators, especially cameras for backing up. Trkulja demonstrates Safefleet's **Air Vue™ rear-view camera** with its patent-pending technology that allows for button-free wireless pairing between cab and trailer, eliminating the need for cameras on every trailer.

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SAFE FLEET UNVEILS THREE UNIQUE TO MARKETPLACE INNOVATIONS

Safe Fleet, the leading provider of safety solutions for fleet vehicles, is proud to announce three new innovations designed to improve productivity and reduce the risk of injury to operators, passengers, and pedestrians. The new products debuted at the Work Truck Week 2023 Show on March 7-10 in Indianapolis, IN.

"As part of our mission to make fleets smarter and people safer, we are thrilled to introduce and demo these innovations," says Mike Schulte, President of Safe Fleet. "These best-in-class brands in video safety and last mile shelving advance drivers' productivity and most importantly increase their safety."

Here is a look at the new innovations from Safe Fleet:

MobileMule AI

AI-Powered Dual Dash Cam that detects and alerts for drowsiness, sleeping, seat belt usage, distracted driving, and phone usage before uploading to the cloud, while road-facing camera records real-time alerts.

Air Vue

Advanced wireless video transmitter technology for the rear of semi-trailers.

FoldPro Shelving

Because speed is what counts in last mile delivery, FoldPro Shelving

offers a solution that boasts a unique design meticulously engineered to offer unparalleled durability, enhanced productivity, and speed all while prioritizing safety. FoldPro Shelving is available for Transit, Sprinter, Promaster and Box Truck vehicles.

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Gabby Haines, Marketing Manager at Adrian Steel, talks about company values which include closed-loop customer feedback. Gabby reveals how customer input led to HVAC innovations and expanding truck upfits as some light-duty vans are dropped from OEM lineups. Gabby explains how Adrian Steel is offering integrated branding graphics as part of the upfit process. This is also the debut of Adrian Steel's ProLift series ladder rack that features one-handed operation.

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Gabby Haines, Marketing Manager at Adrian Steel, demos some van upfit features that help HVAC technicians to work more efficiently and stay safe. Features also include innovations to simplify upfit installations.

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Gabby Haines, Marketing Manager at Adrian Steel, highlights a prototype upfit for a truck for situations when a light-duty van is no longer available.

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DRIVERGE™
VEHICLE INNOVATIONS

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WATCH + LISTEN : DRIVERGE

Craig Kemmerling, VP of Commercial Sales at Driverge, and Jim Fuller, President at U.S. Upfitters, talk about multiple mergers, acquisitions, and creating a state-of-the-art vehicle modification center. Kemmerling explains how Driverge manages to stay at the leading edge of emerging trends in commercial vehicle upfits. Fuller also chats about the challenges and benefits of developing a community within the work truck industry.

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TRANSFERFLOW
PREMIER AMERICAN-MADE FUEL SYSTEMS

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WATCH + LISTEN : TRANSFER FLOW

Ben Winter, Director of Business Development and Sales at Transfer Flow, talks about what it takes to be on the cutting edge as a manufacturer. With fuel storage as their core competency, precision, consistency, and durability are non-negotiables of Transfer Flow's company culture. Winter demos Transfer Flow's innovative fuel tank solutions that meet DOT, CARB, and EPA regulations.

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VENTURO**
INDUSTRIES LLC

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WATCH + LISTEN : VENCO VENTURO

Ian Lahmer, Director of Marketing and Business Development at Venco Venturo, explains how upfitters benefit from attending Work Truck Week. Lahmer also demos how new features in Venco Venturo body design improve upfit installation and post-install repairs.

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WORK TRUCK WEEK 2023

WATCH + LISTEN : WORK TRUCK SOLUTIONS

WorkTruck
Week2023

WORK TRUCK
SOLUTIONS

COMVOY

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Candy McCullum, business development manager for Comvoy.com, explains how Comvoy's national marketplace for commercial vehicles is vocation specific, and provides detailed specs and information on bodies and accessories. She also emphasizes the importance of education and learning more about financing and transportation options, all of which can be found on Comvoy. Find out how Comvoy makes it easier for dealers to receive high-quality leads and for customers to find exactly what they're looking for.

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WORK TRUCK
SOLUTIONS

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Kathryn Schifferle, founder and Chief Vision Officer of Work Truck Solutions, recalls the impetus for developing an online platform for finished work trucks and vans, and thus the birth of Work Truck Solutions. Kathryn also touches on the launch of Easy Order and CV Showroom, which are tools to help customers order and find vehicles. Learn how Work Truck Solutions helps commercial vehicle dealers and upfitters progress towards creating a more personalized and consultative experience for customers.

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Jim Press, senior advisor at Work Truck Solutions, discusses the golden opportunity that the changing world presents to dealers in the commercial and mobility sectors. With his unique perspective gained from leadership positions at companies like Chrysler and Toyota North America, Press emphasizes the need for dealers to adapt, using technology to remain effective in their fluid markets. Press is confident that dealers who take advantage of this shift will reap the rewards. He also shares his excitement regarding the potential of EVs, fuel cells, and hybrid technologies. Overall, this interview showcases the importance of embracing the unknown and seizing opportunities to shape the future.

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Air Vue



MobileMule Ai

MERGER WILL ENHANCE SALES OPPORTUNITIES FOR COMMERCIAL VEHICLES

Big news coming out of Work Truck Week 2023 is that Mitsubishi HC Capital Inc. is integrating three group companies in the United States—Mitsubishi HC Capital America, Inc., Mitsubishi HC Capital (U.S.A.) Inc., and ENGS Commercial Finance Co. and will be known as Mitsubishi HC Capital America.

Mitsubishi HC Capital America will be the largest non-bank, non-captive finance provider in North America with more than \$7.5 billion in owned and managed assets. The combination of the integrated companies' resources and expertise—ENGs' reputation as an industry leader in OTR truck financing, Mitsubishi HC Capital America's position as a top work truck lender, and cross-border reach through subsidiary Mitsubishi HC Capital Canada—enables customized solutions for fleets ranging from class 1-8 throughout North America.

"We have doubled the size of our sales team organization in the U.S." says Ann Brodette, Senior VP of Sales for the Eastern Region, Mitsubishi HC Capital America. "I'm excited to share that each of our dealer and upfitter partners will have a dedicated team helping them win deals in all commercial segments."

By combining their financing and

leasing capabilities, Mitsubishi HC Capital America aims to support the growth of its commercial customers by optimizing its sales and management synergies. Built upon decades of experience, Mitsubishi HC Capital America is a lender with intimate knowledge of the industry, which is critical for dealers and upfitters considering the recent and ever-changing challenges dealers have faced, from supply chain issues, OEM allocations, and the economy.

"We've heard banks are tightening up their lending requirements. We are actively working with all our partners to structure affordable payments," says Dave Herring, Senior VP of Sales for the Western Region, Mitsubishi HC Capital America. "We have been dedicated to the work-truck space for over 22 years. We know the industry and the vehicles," explains Herring, "Whether it's a bucket lift or a snowplow, we can finance it. Forty-thousand-dollar upfit? We can do that too."

"Upfitters and Mitsubishi HC Capital America mesh really well because we bring years of expertise in the work-truck division," says Jack Dison, Vice President of Sales, Central Region, Mitsubishi HC Capital

America. We know their [dealers'] customers, so when a dealer sends us an application for a service body or bucket lift or chipper van, we know what that is and what their customer is using it for. That allows us to issue their customer a strong approval that helps get that vehicle into service and making money."

As Jay Saul, Vice President of Sales, Western Region, Mitsubishi HC Capital America, explains, "We can offer extended terms and zero-down approvals because we don't have external LTV limitations. A lot of the dealers we do business with use us as a secondary source after their captive financing, which provides opportunities they wouldn't have otherwise."

The unique position of Mitsubishi HC Capital America as an independent finance institution with deep insight into the commercial vehicle space allows them to make decisions based on an understanding that others may not have and is why dealers should consider adding them to their lender line-up.



For more information visit mhccna.com or call: 866-610-5560

WorkTruck Week 2023



WorkTruck Week 2023



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WORK TRUCK WEEK 2023

INCREASING THE VERSATILITY OF ELECTRIC WORK TRUCKS



AN ESTABLISHED HOIST AND TRUCK BODY COMPANY MAXIMIZES THE EFFICIENCY OF INNOVATIVE EV WORK TRUCKS

Switch-N-Go®, the nation's original electric hoist and interchangeable truck body company, offers the ideal product to increase the versatility and functionality of electric work trucks while increasing the safety of work crews. By installing one of the patented electric hoists and employing a few interchangeable truck bodies, a single EV work truck can transform and complete the work of three. A compelling combination for anyone considering an investment in such innovative vehicles.

"Lee Transport strives to be at the forefront of innovation in the truck equipment industry. Matching the Cenntro all-electric work truck with the fully electric Switch-N-Go® made perfect sense. We partnered with Switch-N-Go® over ten years ago, and because of their proven

strength in electric-powered interchangeable truck body systems and consistent product quality, dependability, and durability, we knew this was a combination that we could stand behind," said Greg Stowers, Operations Manager at Lee Transport, an Authorized Switch-N-Go® Dealer. He went on to say, "Cenntro offers a great EV truck solution, and Switch-N-Go® allows that specialized truck to be anything the customer needs."

The Switch-N-Go® patented electric systems operate seamlessly with the Cenntro 80.6 kWh batteries in conjunction with a 24v to 12v converter. Simply plug in to recharge your truck as you normally would, and the truck charges the Switch-N-Go®. The electric Switch-N-Go® daily usage ratings are the same on an

EV as they are on a traditional ICE chassis, allowing you to maximize the work day. The primary advantage of Switch-N-Go® as compared to permanent mount units is that the system and suite of 27+ interchangeable bodies can keep your truck busy all year long. The more work your electric truck does, the less fuel other trucks have to use to accomplish that same work.

Switch-N-Go® is future focused, but also present driven. The patented hoist and truck body system offers a creative alternative to finding and buying a new truck chassis. End users can repurpose and transform an existing permanent mount work truck with the Switch-N-Go® interchangeable system to immediately maximize functionality and versatility.

INCREASING THE VERSATILITY OF EV WORK TRUCKS

For over two decades, Switch-N-Go® has been providing solutions to businesses that want a work truck that can do more. Our interchangeable truck body solution has advantages over both traditional permanent mount and hooklift units. With hoist systems available in electric-over-hydraulic (E-Series)

and full hydraulic (H-Series), as well as nearly 30 different work truck bodies, Switch-N-Go® offers endless opportunities to maximize investment and optimize the workday. Switch-N-Go® is proud to be part of the greater transformation of the work truck landscape.

For more info
visit switchngo.com



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CLICK TO WATCH OR LISTEN TO RUSS WALLACE CONVERSATIONS
WITH JOE HUGHES AT WORK TRUCK WEEK 2023

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Russ Wallace, Product Manager at Switch-N-Go, reveals the influences on their company's beginning. Wallace explains how customer demand for medium-duty applications as well as for commercial EVs, affects Switch 'N Go's product development.

LISTEN

Wallace explains the design benefits of their 2nd generation system, which boasts a significant reduction in loading friction as well as improved serviceability and durability, looking at how installer feedback prompted updates to give their bumper a more universal fit among various makes and models of work trucks.

LISTEN

Wallace debuts Switch-N-Go's first system designed specifically for commercial EVs. Wallace explains how their current electrical systems combined with their brand new all-aluminum bodies combine to provide good payload capacities in medium-duty work trucks.

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NO COMPROMISE ON MATERIALS OF CONSTRUCTION

As Spring approaches and the traumatic weather patterns of early 2023 settle down to something a bit less exciting, truck body builders are faced with the classic "Good News vs Bad News" scenario. The Good News is that OEMs are slowly edging back towards full-time scheduling of chassis cabs to dealers and upfitters. This has caused a resurgence of business activity as production lines ramp up to fill backlogged orders and meet current demand. This is great news for all of us, and to our customers.

The Bad News is that the scarcity of other key components – including raw materials like steel and wood – continue to frustrate upfitters. Top selling cranes are also far behind normal delivery windows, and other key truck body components still experience wide fluctuations in pricing and availability. For some upfitters, mixing and matching grades of steel and bouncing between different suppliers is a normal course of business. This is not the case at Scelzi Enterprises, where maintaining a premium quality product is a bit harder to achieve. Great care is taken with the selection of raw materials used, and even greater care with the selection of key suppliers. The robust design of Scelzi truck bodies can only be achieved using premium quality materials.

It begins with the Scelzi underbody, where Scelzi truck bodies utilize



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ONLY SCELZI TRUCK BODIES CAN HANDLE
THIS WEIGHT!**

both (a) a higher number of cross members and (b) higher gauge steel. By adding cross members, the body is much more stable on bumpy terrain, leading to a smoother ride and longer body life. The higher gauge steel adds even more weight and stability, and utilizing full weld seams rather than spot welding increases body strength even more.

The steel used for other parts of the truck body is also of very high grade -- and that is usually Galvanneal A60. Rather than the Black Iron used by most upfitters, Scelzi has been using A60 for over 90% of their painted steel components for the past 4 years.

Galvanneal (or Galvannealed) steel is produced by hot dipping a sheet of steel into a zinc bath. Then it is passed through a series

of draining and heating processes so that a specified amount of zinc affixes or anneals to the steel, along with a small percentage of aluminum. The process gives a very fine greyish matte finish to the material. There are several degrees of quality for Galvanneal. A25 is the lowest, and the cheapest, while A40 is slightly higher quality. Most truck body upfitters do not use Galvanneal much at all, but Scelzi now uses A60 exclusively -- the highest quality with the highest zinc content. Galvanneal sheets offer good paintability, weldability, corrosion resistance and formability.

An inventory of a typical Scelzi Service body (see photo) shows the many ways Scelzi maintains their premium status among work truck bodies. This includes:

" GREAT CARE IS TAKEN WITH THE SELECTION OF RAW MATERIALS USED, AND EVEN GREATER CARE WITH THE SELECTION OF KEY SUPPLIERS. THE ROBUST DESIGN OF SCELZI TRUCK BODIES CAN ONLY BE ACHIEVED USING PREMIUM QUALITY MATERIALS."

A Open Top Lids made of 16 gauge Galvanneal, including an 18 gauge inner panel using reinforced "hat" construction.

B Tailgate is heavy duty self-leveling with 12 gauge diamond plate inner panel. It hinges on a $\frac{5}{8}$ " stainless steel Allen head shoulder bolt with $\frac{5}{8}$ " bronze bushing. Side plates are made of stainless steel.

C Compartment Doors are double panel (18 gauge outer and 20 gauge inner) laminated together for greater durability, along with a hat section for extra strength. Doors are mounted using a stainless steel hinge block with nylon insert and a 5/16 stainless steel full length door shaft. Each is fitted with gas shocks.

D Shelving is made of 16 gauge galvanized steel with a return flange curl, and brackets are 12 gauge galvanized steel.



E And More: Together, they combine to make a Scelzi Service Body a very tough and robust work truck, sturdy enough to hold a team of workers all at once if ladders are in short supply.

Though Scelzi has always preferred fabricating their own components in-house, recent shortages by key

suppliers have increased this desire even more. Using laser cutting machines for highest precision, Scelzi is less dependent on external suppliers today than at any time in their history. And given the ongoing supply chain issues around the world, that is a good place to be.

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COACH KEN

BY KEN TAYLOR, ken@coachkentaylor.com

A NEW WORLD



I recently returned from a national meeting that was eye opening! I had the opportunity to interact with manufacturers, dealers, and support industries to the commercial and fleet dealers across the nation. Knowing that I worked directly with commercial and fleet dealers nationwide, the big question asked repeatedly was, "How do we grow our business in this very unique time?" My advice was more detailed than most expected, but it was the advice I have been giving to dozens of dealers for the last year. Ready?

1. Stay in contact- If you lack inventory, or your good customers are not in the market, you cannot stop making sales calls. One thing your customers and prospects want in difficult times is "information." That means being in close contact with your manufacturer's representative, reading key publications and supplying your prospects and customers with updates.
2. Go the extra mile- I have lived by a philosophy for the last two decades that I repeat often, "The road to the extra mile is never crowded." In difficult times, most people withdraw or start the "blame game" of why they can't be successful. It's the market's fault, it's the economy, even blaming customers! What is involved in going the "extra mile?"
 - a. Divide your contacts into three categories:

- i. Top customers that use you almost exclusively.
 - ii. New customers that have not had the chance to experience all the services you can provide.
 - iii. Prospects that have not had the opportunity to experience the quality that you can provide.
- b. Determine the best method of contact and make sure you determine how often you need to do the following:
 - i. Mail- Either the US Postal Service or the Internet.
 - ii. Visit- At functions, or getting face to face appointments.
 - iii. Phone- Yes, the good old fashion telephone call!

Notice the first letter of each contact method spells M.V.P. Yes, that's right, those letters also stand for "Most Valuable Player," which is what you will be if you stay in contact when your competition is "crying the blues."

3. Grow your knowledge base. If you are a true professional, you never stop learning. In fact the most important knowledge to be gained falls into the following categories:
 - a. Product knowledge- This includes every aspect of a truck or van from bumper to bumper. It is a great time to conduct "walkarounds" and Zoom calls to talk about your vehicles' advantages.
 - b. Finance knowledge- If you have not already learned the ins and outs of "lines

- of credit," "TRAC Leasing," "maintenance programs," or "extended warranties," now is the time to become an expert.
- c. Sales skill knowledge- I was in a meeting with dealership personnel recently in the Pacific Northwest to deliver a two day training class on "Outside Commercial Sales." We role played word tracks, practiced how to prospect and close in the outside sales process, and multiple ways to gain new customers.
- d. Marketing knowledge- Marketing in commercial and fleet is totally different from the retail side of the automotive business. It includes:
 - i. Electronic newsletters that go out monthly and can be tracked regarding who opens them and when.
 - ii. Flier marketing to showcase your inventory and processes.
 - iii. Event marketing at trade shows, county fairs, and contractor days at Lowes, Home Depot, and supply companies such as Lumber Supply.
 - iv. YouTube marketing through walkarounds and customer testimonials.
 - v. Leveraging social media such as Facebook, LinkedIn, TikTok and Instagram. Did you know that YouTube has over 2.2 billion followers and Facebook has over 2.96 billion?

e. The most basic but under-utilized marketing tool, the good old fashion "thank you card." You can have custom cards made for your department. The best source for this is www.vistaprint.com. You can use any of their ready-made cards or design your own and download the images. They will design the card for you. Hint: Buy sheets of stamps from the post office and always have your stamps and cards with you.

When you finish a sales call or you've just sold a truck, you will be ready to send the good old fashion thank you card that no one sends anymore!

I could give you about a dozen other ideas to grow your business, but we will save those for another issue. The bottom line is simply, "Do more than is expected for your customers and you will get a greater return. The road to the extra mile is a lonely one, but it is filled with reward!"



Ken Taylor, President of Commercial Truck Training, known nationally as America's Corporate & Personal Coach.

Ken can be reached at ken@coachkentaylor.com or by phone at 904-535-9996.

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Shawn Horswill - Work Truck Solutions VP, Customer Success

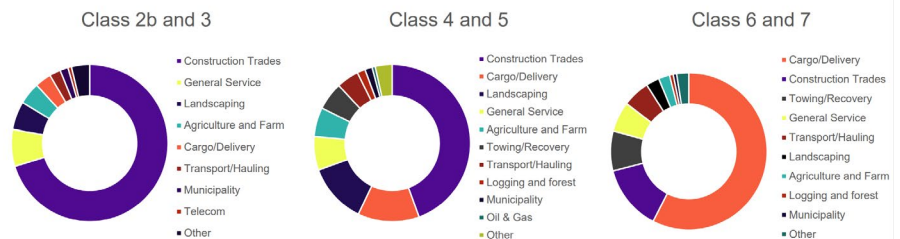


PLANNING AHEAD IN THE GREEN

The Green Truck Summit (GTS) is an annual day-long event which kicks off the Work Truck Week in Indianapolis and features intensive programs led by industry experts, OEMs and government representatives. It typically begins with a few keynotes, and they then break out into sessions that focus on more specific subjects. This year, they did a great job of covering the clean energy trends that affect commercial vehicles, plus provided operational insights for vocational truck fleets. They also offered perspective on the direction of evolution that work trucks are taking in numerous areas of advanced fuels and technology development. They covered:

- Electric vehicle (EV) trends and innovations
- How industry segments are driving toward zero emissions
- Global clean technology updates
- Government programs and data initiatives

Vocation Trends



Escalent Analysis of Work Truck Solutions COMVOY data

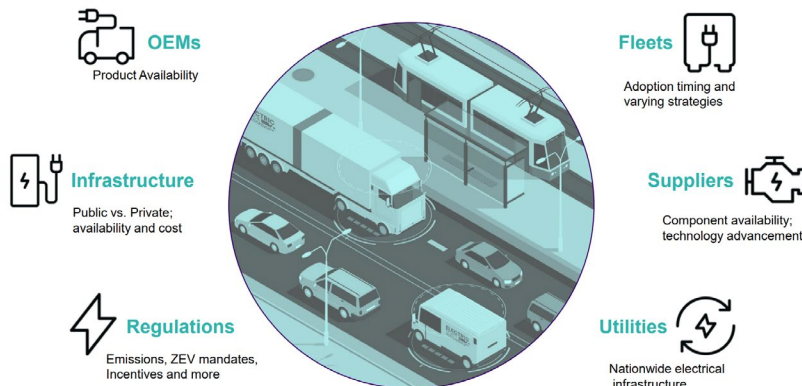


An attendee favorite was the second general session, presented by Andrew Wrobel, Director, Auto and Mobility at Escalent (a data and research company based in Detroit). Andrew led The Electric Vehicle Balancing Act session. While EV interest and consideration are strong, the ability to meet these objectives remains murky. Andrew discussed what the commercial vehicle market is capable of deploying, what challenges we'll face and what

will affect real change in adoption based on a bottom-up approach to forecasting. He stated that it is much more likely that there will be only 20% zero emission vehicle share in 2030, rather than the publicly announced 40%. Andrew walked through his Ecosystem of Adoption - six key environmental constraints, of which anyone falling behind would slow or halt adoption. Andrew also shared charts showing vocational trends and predicted EV adoption by class using Work Truck Solutions' comprehensive use case vocational data. Other key takeaways:

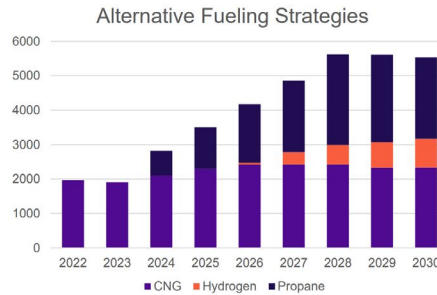
- 62% of all fleets in the US are 5 or fewer vehicles - the larger the fleet, the more opportunity they have to test EV adoption
- Geography is a big predictor of EV adoption
- Use case is the biggest influence on the adoption
- Other Alternative Fuels will still be important

Ecosystem of Adoption - Powertrains



Alternative Fueling Strategies will Vary

- If the solution works, it will grow; The good solutions will work
- Not all solutions will work for all use cases



Selling a customer a green fleet is more than just running their vehicles on alternative fuels or energy sources. As an industry professional, you may want to consider joining NTEA's Green Truck Association, which is dedicated to improving work truck efficiency and productivity. Your increased depth of knowledge will help you be the best commercial

vehicle buyer consultant you can be. Learn more at greentruckassociation.com and see you next year at the Green Truck Summit on March 5 in Indianapolis.

**BE SURE TO CONTACT SHAWN
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CUP o' JOE Well... You ARE Different!



The economy is in the pits. There are no fleet/commercial vehicles anywhere in stock. Nobody will dealer trade any inventory: nobody has any.

I can't say it often enough. Nobody outside your office door, or away from your desk, understands you. You don't sell the way "they" do. You don't have just the finance options "they" have (you have more). You don't expect to "sell from stock" the way "they" do. You don't instantly deliver units the same day you meet and greet. You get weekends off and "they" don't. The licensing person has to prorate fleet licenses to expire at the end of the calendar year: they have to think. You have to have weight slips for finished chassis, "they" don't.

The Sales Manager doesn't understand that you are at work, but aren't there, the way "they" always are: you go out and meet customers

at their site, so you can understand their needs. "They" don't do any of that stuff: "they" can't. You MUST, as you grow the business.

Yes, you drive just about everybody crazy, including the F&I folks, and the folks that RDR your deals to Ford, using rebates/discounts/lease arrangements "they" don't have to deal with.

The only one that likes you pretty consistently is the dealer principal, because you bring business that "they" can't, because of the way you treat your customers, your patience, your persistence in serving. Your customers are so loyal: "theirs" aren't. Consistently buying as they grow their businesses, their government agencies, etc.

Come to think of it, "different" is really kinda cool.

Yup, you're different alright. But it's a good thing.

Go by their place, tell them you're "new" and just want to understand what they do there, and what kind of vehicles they use to do their business. Ask lots of questions, show you're interested. If they ask you questions, go find the answers and get back to them right away. (Or, decide you want to work with other folks, and move on!) Make friends: decide which ones are enjoyable, growing, open and worth your time!

Keep doing what you're doing, learn a little bit more about a different vocation every day, get to know your local distributors, gain their appreciation and loyalty as well.

Keep it up!

Have a cup of coffee, and jot me a note.

If you're near a Club (association), be sure to get together with people who are a bit different...like me. And like you.

BTW, I met Rusty from Kansas City at the Work Truck Show in Indy last month (you shoulda been there), and he's going to write something for the next issue!

Joe Hughes
joe.hughes@fordpros.com

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2022 Ford F-350 Super Cab SRW 4x2, Scelzi Signature Service Truck




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Chassis Details

Stock Number	FN2029
Stock Type	New
Year	2022
Make	Ford
Model	F-350
Class	3
Drive Train	4x2
Cab Type	Super
Vehicle Trim	XL 2WD SuperCab 168 WB 60 CA
Vehicle VIN	1FD8X3E67NEE26061
Interior Color	GRAY
Exterior Color Description	WHITE
Engine Cylinder Count	8
Engine	8 - CYL.
Transmission Type	Automatic
Rear Wheels	Single
Fuel Type	Gasoline

Body Details

Manufacturer	
Body Type	Service Truck
Body Line	Signature
Body Model	SB-108-79-49-38-VG
Ladder Rack Description	2" x 3" x .120 Wall
Ladder Rack Style	Forklift
Ladder Rack Color	White
Body Material	Steel
Body Height	38"
Body Width	79"
Body Length	9'
Body Inside Width	49"
Bumper Type	Step
Bumper Material	Diamond Plate
Bumper Depth	6"
Bumper Color	Gray

“

We've been with Work Truck Solutions now for over seven years, and it's been great using their commercial inventory platform, with their reporting, custom content and great consultation, to continue to expand our commercial business. When they launched Comvoy we were excited they were helping their dealers gain national leads.

Dan Bryan

General Manager, Ricart to Business

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