

## “WEATHERING THE STORM”

With winter only a few short weeks away, Watson Diesel Municipal is gearing up for the season. Between the Covid situation and the presidential election, we are indeed living in an uncertain time. Our shop is finally getting to the end of our backlog created by the Covid induced shortages. We have spent the summer trying to order ahead in the event of any delays that arise from any mandated shutdowns, in an effort to minimize delays in our truck upfits. We have our sales staff back on the road calling on our customers. We are gearing up for our RAPID RESPONSE program where we dispatch one of our technicians to your location in the event of an emergency breakdown. We are working on building up our inventory of WD-218 wing plows that we manufacture right here in our Canton, PA facility.

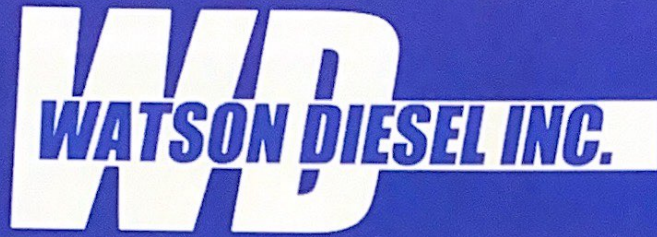
We really missed having our annual open house this past spring, along with the cancelations of all the usual equipment shows. That said, we were fortunate to be able to have a smaller get together this fall at one of our customer's shops, French Creek Township in Venango County, where they had their new Navistar CV municipal truck on display that we built for them. This truck was sold to them by Zacherl Motors, the Navistar dealer located in Clarion, PA. With representatives from Zacherl Motors, Force Hydraulics, and our sales people, we were able to meet up with some great townships that attended this event. Thank you to Gene Smith at French Creek Township for hosting this great event. We look forward to more of these small gatherings, until the Covid situation allows us to host our open house and attend the larger equipment shows.

We support our product by air!

Watson Diesel has been around the aviation world for over 30 years. We have used our aircraft to service customers as far away as North Carolina. This use of aircraft greatly expands our service area and our response time to our customers. We have had customers say “We love your product, but you're 4 hours away from us”. Our reply is “No, we are only 45 minutes away” by airplane. If needed, we load up one of our technicians in a plane and fly them to your location. We have always prided ourselves on the service after the sale. We also pick up potential customers at their location and fly them back to Canton for a tour of our facility and to meet our people. This is our way of doing business. The old way of doing business just doesn't work anymore!

So, from our technicians' attention to detail, our Rapid Response Program, service after the sale, quick build times and the use of aircraft in our customer support, you can see what we mean when we say “Watson Diesel Municipal... changing the way municipal business is done, one truck at a time”.





# WHY US?



## REASON #1

Watson Diesel Municipal has you spotted on the map! This printed map of the state and your township is affixed to the door of your new truck during its build. This way our technicians have a more personal connection to you, our customer. You are not just another truck build to them, you really do matter! Just another way we're changing the way municipal business is done.

**CHANGING THE WAY MUNICIPAL BUSINESS IS DONE  
ONE TRUCK AT A TIME**

**WATSON DIESEL INC**  
Frank Watson, President

**RT 414 FACILITY**  
570-673-5055

**MUNICIPAL FACILITY**  
**TROY STREET**  
570-673-8337

Dave Gilbert . . . . Parts & Service

Scott Inman . . . . . Shop Manager

Jeff Pepper . . . . . Sales

**HOURS:**  
**MONDAY - FRIDAY**  
**7:00 - 5:00**