

ISSUE 12
WATSON DIESEL INC

OUR 3RD ANNUAL SPRING THAW OPEN HOUSE



Spring has finally arrived and everyone can make the shift from plowing and salting to grading and ditch cleaning. It is also an important time for spring truck maintenance and clean up. Our next newsletter will have tips on how to store and clean your snow removal equipment so you are ready to go next season. But for this month we just want to take time to say thank you to all our customers.

On April 12th we hosted our 3rd annual **"Spring Thaw Open House"** at our municipal upfit shop located in downtown Canton. We use this annual event to showcase our people and the work that they do, and to introduce potential municipalities to the level of workmanship that our existing customers have come to expect. It is also a great way to introduce you, our customer, to the manufacturers that Watson Diesel Municipal partners with in the truck upfit business. Our open house also saw our first ever Truck Rodeo held at our maintenance facility, located 1 mile east of town. It turned out to be a tight contest that was won by the last competitor of the day. Holding the rodeo at our maintenance facility gives us a chance to show potential customers some of the capabilities that we provide for their truck drivetrain needs in addition to our upfit shop.

Last year we introduced our **Watson Diesel Municipal Rapid Response Program**, where we dispatch one of our technicians to your shop within minutes of a problem, to get you back out on the road again. This new program was put to the test this winter with a whole bunch of small nuisance snows, finishing off with one of the largest storms in years. We can say that our program was an unqualified success.

We have talked about the **"obsessive attention to detail"** in our truck builds, and our involvement of the customer in every step of their truck build. We take the input from you our customer and convert that input into building you a better truck.

We formed an advisory council made up of township, county, boro officials and workers to tell us what their needs are and what we can do to make their jobs easier. This annual meeting provides invaluable input into our direction at Watson Diesel Municipal.



So if you did not get a chance to attend this year's open house, mark down **APRIL 11TH, 2018** on your calendar and plan on attending next year's event. It is a great way to get to know us.

Thanks again for your business, and your input that is so valuable to us.

WATSON DIESEL MUNICIPAL..... **"Changing the way municipal business is done one truck at a time"**



TRUCK RODEO WINNER
CALE HOLMES, CANTON TWP
GAS GRILL
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SPRING THAW GRAND PRIZE
ADAM BELLOWS, TROY TWP
32" VIZIO FLAT SCREEN TV
PROVIDED BY BUYERS
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THANK YOU TO HUNTER PETERBILT FOR USE OF YOUR TRUCK FOR OUR RODEO.

