

Issue 8

WATSON DIESEL INC.

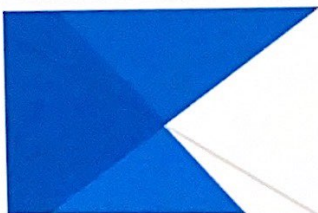
HOW TO CHOOSE THE RIGHT DUMP BOX....It's like building a house.

In a previous newsletter topic we discussed what goes into choosing the right upfitter to do your next truck build. We compared the building of your truck to the building of a new house, or remodeling an old house, and how choosing a quality shop to do your build would payoff in the long run. We showed that the cost of the labor to do your upfit only comprised about 7% of the monies you spend on the total build. The remaining is in the money you pay for the truck and the equipment needed to make it a complete truck. Using the "building a house analogy" think about building a house with wood siding vs. brick, stone or even vinyl siding. The wood siding may be the less expensive choice up front, but the care it will take over the next few years in re-painting etc. this cost may eclipse the choice of say vinyl siding or brick. Wood siding has a good pricevinyl has good value.

COMPARING COST TO QUALITY

With that said, people sometimes will look at their choices of equipment and make their decision based on price alone. While price should be a consideration, you may want to look further down the road at what you are getting for your money. For example. If you price out a carbon steel constructed box you will find the box purchase price to be much less than say a stainless steel or aluminum constructed box. But if you compare the life span of a carbon steel box to an aluminum or stainless box you will see that the carbon steel constructed box has a useful life of about 5 – 8 years depending on its care. If you were to opt for a stainless steel box you can expect to more than double the life span and can probably wear out 2 truck cab & chassis to one box. That is value.

This said your application may dictate that a carbon steel box with a hardened floor would be best for your job. The list of options and box styles can go on forever. Do you want a fold down side box, a combination box (side tip) center discharge, high lift tailgate, cross member construction or cross memberless, tarp system or no tarp, and on and on. A lot of customers know exactly what they want in a dump body, and some do not. This is where it pays to talk over your needs in detail with one of our sales people before you make a final decision on your purchase.



JOIN US AT
TIOGA/BRADFORD EQUIPMENT SHOW
AUGUST 25, 2016
ALPARON PARK, TROY, PA
9:00AM TO 2:00PM

BOX QUALITY

I have said this before. "The warranty on a product is only as good as the person administering the warranty." I really think that about 99% of all dump boxes manufactured today are good boxes. Some will make claims of why theirs is better than others but these differences are all pretty small. The minute a manufacturer comes out with a new type of construction or new material, the rest of the industry quickly copies it into their box construction. So with that in mind remember that the upfitter that sells you the product will be the one who administers the warranty if you have a problem. The upfitter will be the one going to bat for you with the manufacturer and the one that will have to "make things right" in the end.

So picking the right upfitter is equally as important to getting the best workmanship, but also on issues that may pop up with the product while in its warranty period.

At Watson Diesel we are fortunate to be able to offer you a choice of dump boxes that are backed by some great manufacturers that really stand behind their product.

PRICE VS VALUE

Picking the right dump box for your next upfit can best be summed up with the following:
"Price is what you pay for something.....Value is what you get for the price."

At Watson Diesel, we like to think of it like the 2 wheels on a bicycle. One of the wheels is Value & the other is Service.....If one of the wheels falls off, the bicycle is no good! At Watson Diesel our goal is to "keep the wheels on the bicycle" by offering great value, backed up by great service.



JOIN US AT
WYOMING/SUSQUEHANNA EQUIPMENT SHOW
JULY 28, 2016
LAZY BROOK PARK, TUNKHANNOCK, PA
9:00AM TO 3:00PM

