

# Smeal is Sole-Source

## THE DEALERSHIP IS THE KEY.

Whether it be a Spartan Gladiator, Spartan Advantage, Smeal Altair, HME 1871, Smeal Sirius, International, Freightliner, Mack, Peterbilt, HME P2, or any other chassis used by Smeal, Smeal Fire Apparatus Co. distributors are the primary contacts for all service and warranty related issues. One stop shopping. No customer will have to get caught in the cross fire of warranty claims. This is the Smeal way, the sole-source way, of doing business.



**“IS THE ENTIRE VEHICLE (CAB, BODY, AND CHASSIS) MANUFACTURED BY THE SAME COMPANY AT THE SAME FACTORY LOCATION?”**

This is a question that routinely shows up in specifications issued by municipalities that are purchasing aerial trucks or pumper trucks containing a custom chassis.

This question is a marketing tool utilized by a select few fire apparatus manufactures in an effort to achieve a competitive edge with the purchasing customer. These select manufacturers promote this tool when purchasing entities are in the market for an apparatus containing a “Custom Chassis” specifically designed for the fire truck market. If a purchasing entity is in the market for a fire apparatus that has a commercially available chassis such as a Freightliner or International this question is never a part of the specification requirements. Although it should be, because sole-source is a major issue and sole-source is provided by Smeal Fire Apparatus Co. regardless of the chassis provider.

The fact is each and every manufacturer that submits an official bid will have a great number of components that are built by various vendors. Items such as the engine, transmission, pump, pump valves and electrical components are all components that are found on fire trucks and all are supplied by

various vendors to the manufacturers submitting bid. These listed items alone traditionally require the vast majority of repair and service during the life of a pumper apparatus. In most, if not all cases, each manufacturer submitting a bid will include in their bid, warranties from the various vendor companies, such as Allison, Hale, Waterous, Darley, Detroit Deisel, Cummins just to name a few. This practice alone proves to the purchaser that many independent companies hold certain portions of the apparatus warranty. And yet, “sole-source” remains constant when purchasing a Smeal truck.

Smeal Fire Apparatus Co. and the respective Smeal dealership are the “sole-source” contacts for each and every truck we build. If a problem arises after delivery of the apparatus, regardless as to the type of problem, the city mechanic will have only to contact the Smeal dealership or Smeal direct and we will then take the necessary steps to have the problem corrected. When a Smeal logo is affixed to a fire truck it is the responsibility of Smeal and the Smeal dealership to provide the necessary service after the truck is delivered to the fire department.

