



SUTPHEN

Family Owned and Operated since 1890!



Date 10/24/2022
Dillon Naylor and Andy Herb
Sale and Marketing Team; Herb Fire Equipment

Strategic Approach in Steering the Customer

- **Objective:** Provide insight and summarize feedback received from production teams related to how Sales can influence positive change in production flow
 - Price was not considered as part of these recommendations; focus on what Sales can do to assist in boosting production efficiency.
 - While this approach can lead to challenging discussions with customers, especially new ones, it is very important as partners to align with responsible growth strategies
- The approach looks different to every dealership



Strategic Approach in Steering the Customer

Why are we talking about this today? How can you make an impact?

- Customers are buying more units than the industry can build
 - Sutphen is no exception to this
- Sutphen's primary bottle neck is currently with chassis production
 - Influenced by shortages/discontinued parts from suppliers
- Opportunities exist to simplify and/or streamline builds for body facilities as well
- Sales team to shift focus from what is possible to what is proven
- Many standard options are designed with service in mind, variation can be a trade off that negatively impacts this core business principle



Chassis Production

- Chassis production is the biggest challenge for our business and Sutphen's primary focus
- Our team is working diligently to bolster the supply chain, manage the increasing prices from suppliers, and increase the production output without jeopardizing quality
- The long-term goal is to stabilize and bring delivery times down
- Partnership between Sutphen and the Dealer Network needs to be stronger than ever to make it happen
- The Sutphen Chassis Catalog is a great resource for learning what Sutphen's selectable chassis options are to leverage with customers

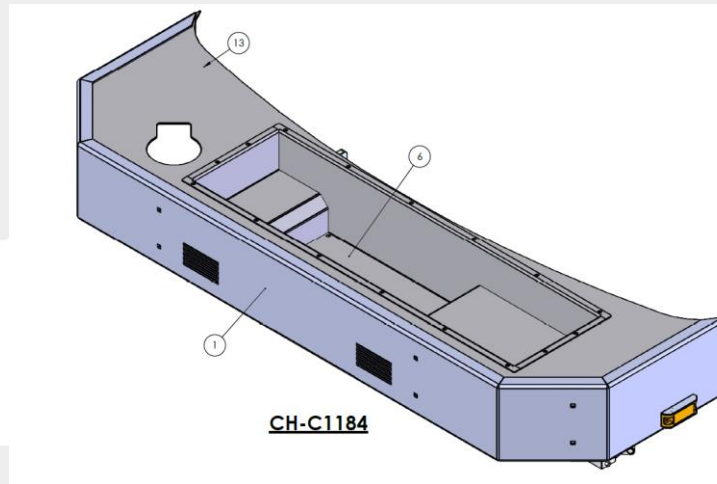
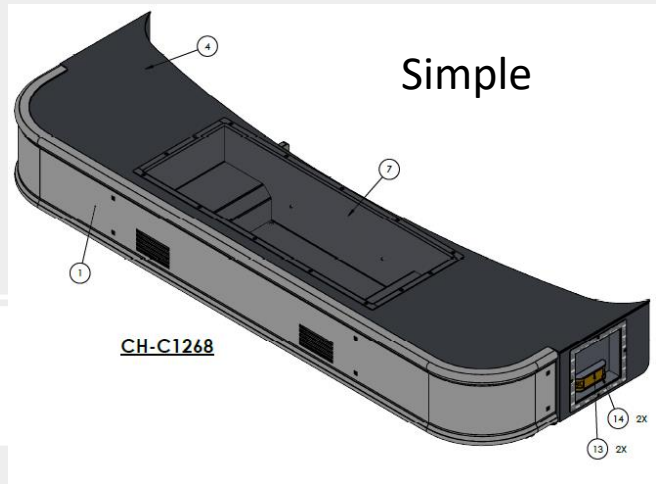


Chassis (Options to Steer Towards)

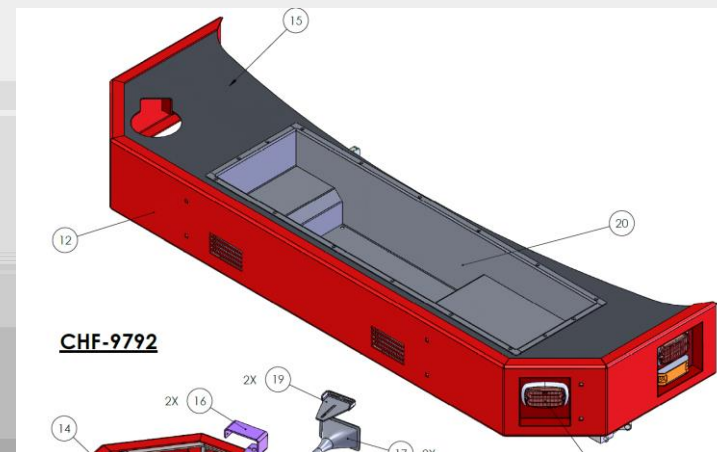
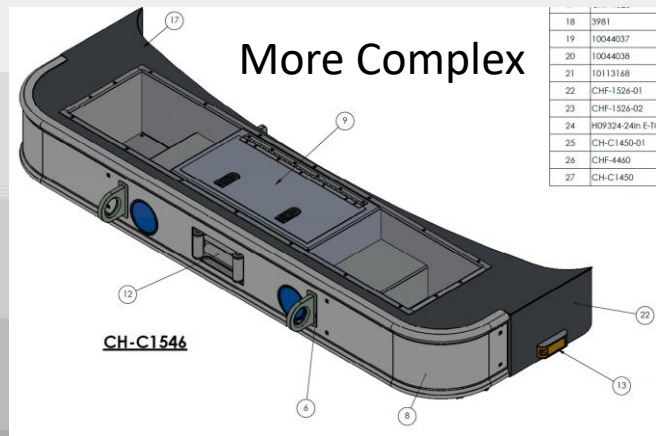
- Selecting the SQS2 options for bumper configurations, EMS cabinets, and exterior cab compartments
- Matching options that have established designs (CHF/CH-C drawings)
 - EMS cabinets (CHF-1946, CHF-3308, CHF-1952, CHF-1949, CHF-1953)
 - Many of these design have sub-variants (roll door, webbing, hinge doors, etc.)



Front Bumper Configurations



Minor variations that create entirely new designs and part numbers (front suction location, pockets, warning light hole patterns, etc.)



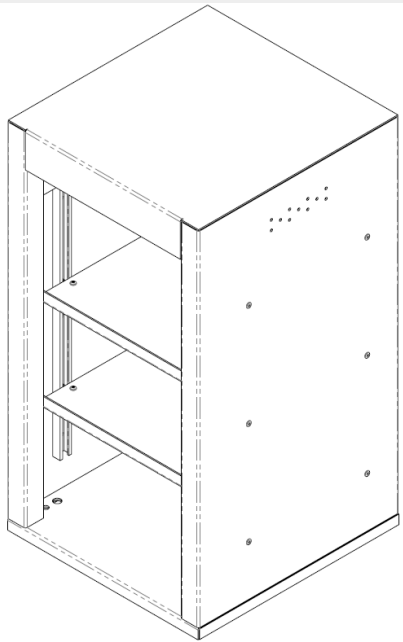
Sticking to selectable SQS2 options minimizes the chances of configuring custom designs



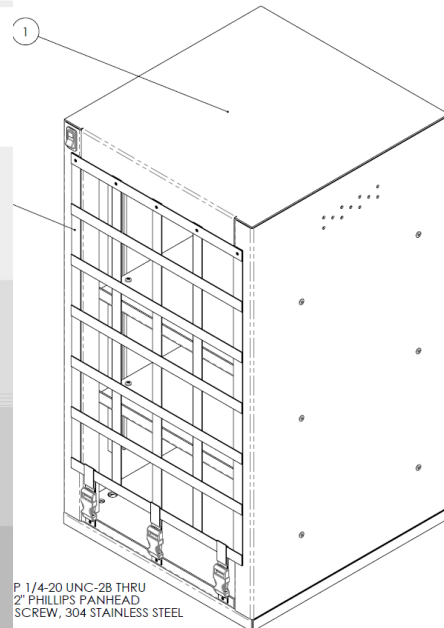
EMS Cabinet Options

- Examples of crew seat position #1 EMS cabinet established designs

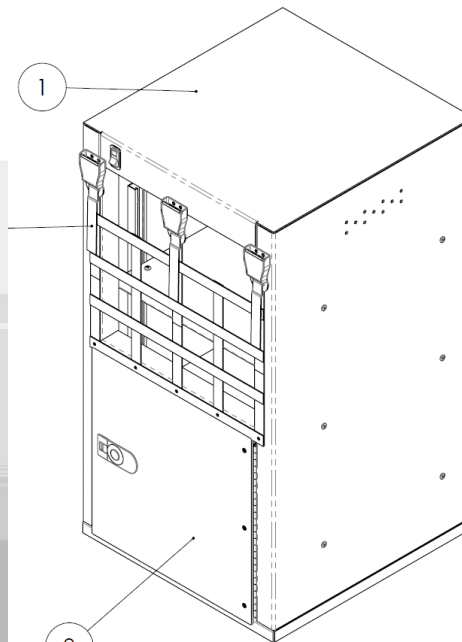
CHF-1946



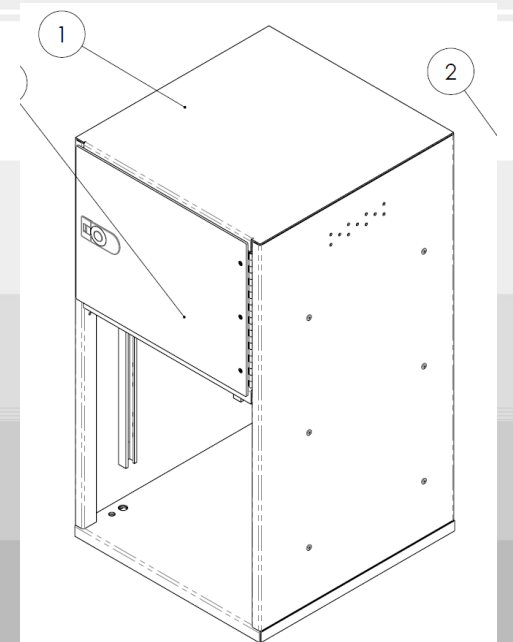
CHF-1946-200



CHF-1946-1200



CHF-1946-1800



Chassis (Options to Steer Towards)

- Selectable options for EMS glove holders/storage (above crew windows/back of AC)
- Selectable options or existing designs for center consoles and map book storage

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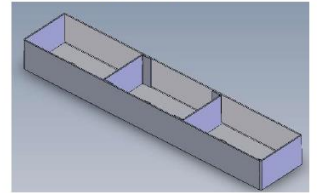
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Chassis (Options to Steer Away From)

- Special EMS cabinet/bumper designs to match competitor's design:
 - Currently experiencing a large engineering backlog in these areas
 - Changes in design affect supplier(s) manufacturing processes which are creating delays in receiving and installing the components
 - Sutphen and Brand X don't build bumpers the same way
 - What's easy or preferred for the competition to do, may not be for Sutphen (i.e. Q2B mounting locations, troughs, discharge/intake locations, etc.)
 - "Option Stacking" creates new designs naturally
- Q2B recessed in bumper options:
 - Delays caused by installation/interference issues during production



Front Bumpers (Options to Steer Away From)



- Recessed, centered Q2B
- Separated, deep hose troughs
- Multiple bumper discharges
- Recessed siren speaker

- Recessed Q2B
- Separated hose troughs
- Front intake position
- Recessed siren speakers



- Recessed, centered Q2B
- Separated hose troughs



Other Opportunities to Keep in Mind Going Forward

- Inverters/Inverter Chargers
- Whelen Core/Core R/DVI
- Black Out Packages



Inverters and Inverter/Chargers

- Dublin Engineering developed recommendations on sizing and placement based on previous installations and other research
- Kussmaul AP1500 inverter/charger is Sutphen's preferred option to install and is a selectable option for pumpers
- Sutphen will only install true/pure sine wave inverters
 - Modified Sine, Quasi-Sine, and Square Wave are not acceptable
- Models with outputs over 1500W must be placed in a body compartment due to heat dissipation
- Facilities working to align on these recommendations to establish proven, repeatable designs and limit options to prevent re-engineering and rework



Whelen Core/Core R/DVI

- Core and Core R systems are complex and present challenges within sales, engineering, and production
- DVI enabled light heads provide a solution for adding capability to the apparatus but limit the available models and still introduce complications within engineering and production
- The chassis facility bears the brunt of designing and setting these systems up for the body build facilities to finish installing, requiring extra time and wiring that go into making the Core/Core R/DVI work properly



Black Out Packages

- Kills production flow
- Adds additional process steps (remove/disassemble parts, spray parts with paint/raptor, re-install)
- Voids warranties when components need to be disassembled to be sprayed (Q2B, mirrors, etc.)
- Requires alignment between all facilities on how to quote and denote these in orders (*In-Process*)



Aligning and Growing Together

- Everyone at Sutphen recognizes and appreciates all the Dealer Network does to positively represent this company and the brand
- Sutphen realizes it must adapt and change to improve processes/quality within our business
- Sutphen knows that territory and customer base heavily influences the ability to encourage/discourage many options discussed in this presentation and there is no one size fits all solution to this strategy
- Sutphen asks the contents of this presentation be acknowledged and kept in mind when meeting with customer



Conclusion

- Thank you for your attention, cooperation, and commitment as Sutphen and the best Dealer Network in the industry continue to responsibly grow together and provide our customers with the strongest apparatus and an unmatched purchasing experience



STRONG. STABLE. COMMITTED.

