



Family Owned and Operated Since 1890

# DEALER MEETING BLACKOUT PRESENTATION

# OVERVIEW

- What Is Blackout?
- Why Chose Blackout As An Option?
- Is There A Demand?
- Internal Procedures?
- What Is The Competition Doing?
- How Will This Benefit Your Dealership?

# WHAT DOES BLACKOUT MEAN?

- The Meaning Of Blackout Stems From The Act Of Taking Everything Shiny (Chrome), And Changing It To Black. Even The Accessories Such As Taillight Covers, Trim, etc. Are Changed To Black In Color As Well.
- This Is Achieved By Either Painting, Texturing, Or Another Means Of Covering Up The Shiny Parts On The Vehicle.

# DEMAND

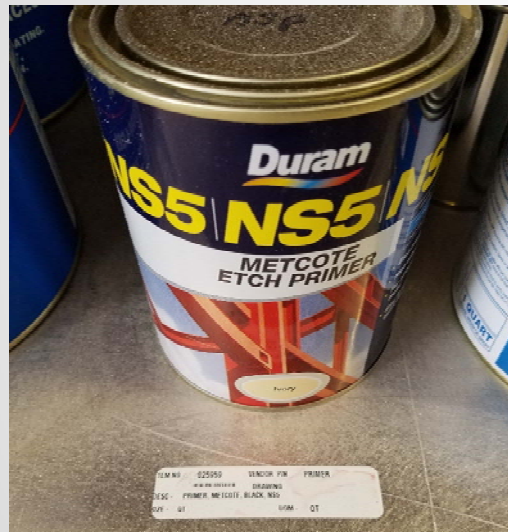
- It's Been A Popular Custom Look For Years, And Now Is Making The Rounds As Factory-Made Special Trim Versions Sold By Automakers On Some Special Edition Vehicles.
- Our Competition Is Following This Trend, And We As Sutphen Have Been Asked For This Option On Some Of Our Aerials & Pumpers.

# WHY CHOSE BLACKOUT?

- The Reasons To Chose A Blackout Package Over Standard Offerings.
  - Makes For Keeping The Rigs Cleaner
  - Don't Have Deterioration Of The Chrome Over Time
  - Helps The Truck Last Longer
  - Allows For a More Durable Truck
    - Certain Parts Of The Truck Get Beat Up More Than Others
  - Makes For An Aggressive Looking Truck

# BLACKOUT COATING

- We Are Going To Be Using A Product Called Durabak.



- Weather And Heat Resistant, UV Resistible, Water Resistant, Non-Slip Texture Even When Wet.

# BLACKOUT OPTIONS

- Sutphen Will Be Offering Two Packages.
  - Midnight – Standard Entry Package
  - Eclipse – Fully Loaded Option
- Options Not In Packages Can Be Added, And Will Be Costed For.
- Items Wanted To Be Removed From Packages Will Need To Be Discussed With STM For Approval.

# MIDNIGHT PACKAGE

- CHASSIS:
  - TOP OF BUMPER
  - FRONT BUMPER TREADPLATE
  - HEADLIGHT HOUSING
  - UPPER FRONT GRILL
  - LOWER FRONT GRILL
  - WHEEL WELL TRIM
  - CAB STEPS
- PUMP MODULE:
  - INDIVIDUAL PUMP PANELS/ TRIM PANELS
  - RUNNING BOARDS
- BODY:
  - WHEEL WELL TRIM
  - TOP OF COMPARTMENT DIAMONDPLATE
  - FRONT OF BODY DIAMONDPLATE
  - TAILBOARD

**EST. MSRP COST: \$5,600.00**

SQS FORCED OPTIONS: FRONT STEEL BUMPER, SMOOTH PAINTED REAR FENDERS, CHEVRON OVER REAR COMPARTMENT, ALL WARNING BEZELS/HOUSING BLACK

**EST. TRUE MSRP COST: \$8,600.00**





# ECLIPSE PACKAGE

- CHASSIS:

- TOP OF BUMPER
- FRONT BUMPER TREADPLATE
- HEADLIGHT HOUSING
- UPPERFRONT GRILL
- LOWER FRONT GRILL
- WHEEL WELL TRIM
- CAB STEPS/LOWER STEP WELL
- MIRRORS
- GRAB HANDRAILS
- AIR HORNS
- WARNING TAG BEZELS

- INTERIOR:

- ALL INTERIOR DIAMONDPLATE
- INTERIOR DOOR PANELS
- INTERIOR DOOR HANDLES
- INTERIOR GRAB HANDRAILS

- PUMP MODULE:

- INDIVIDUAL PUMP PANELS/ TRIM PANELS
- RUNNING BOARDS
- CROSS LAY COVERS
- WARNING TAG BEZELS
- GAUGE BEZELS
- GRAB HANDRAILS

- BODY:

- WHEEL WELL TRIM
- TOP OF COMPARTMENT DIAMONDPLATE
- FRONT OF BODY DIAMONDPLATE
- TAILBOARD
- WARNING TAG BEZELS
- SIREN Q2B
- RUB RAILS
- GRAB HANDRAILS
- TURN SIGNAL GUARDS

**EST. MSRP COST: \$11,000.00**

SQS FORCED OPTIONS: FRONT STEEL BUMPER, SMOOTH PAINTED REAR FENDERS, CHEVRON OVER REAR COMPARTMENT, ALL WARNING BEZELS/HOUSING BLACK, A/C CONDENSER COVER, HOSE BED SPOT LIGHTS RIGID D2.



**EST. TRUE MSRP COST: \$14,700.00**

# OTHER OPTIONS

- **CHASSIS:**

- A/C CONDENSER COVER
- AIRHORNS
- AUX STEPS
- BACK OF CAB TEXTURE COATING
- BROW LIGHTS
- COAT HOOKS
- FRONT BUMPER
- FRONT BUMPER LID
- FRONT BUMPER TROUGH
- GLOVE BOX HOLDER
- GRAB HANDRAILS - FRONT OF CAB
- INTERIOR CREW GRAB HANDLE FOR REAR DOORS
- SCUFF PLATES
- SIREN SPEAKER(S) (IF HOUSINGS IN BUMPER)

- SIREN SPEAKER(S) (IF HOUSINGS IN GRILL)
- TOP OF CAB TEXTURE COATING
- TREADPLATE LIGHT TOWER DEFLECTOR
- WHEEL WELL TRIM FENDERETTES

- **PUMP MODULE:**

- HOSE TROUGHS (EACH)
- PULL OUT LOWER STEPS

- **BODY:**

- AIR/FUEL SCBA DOOR
- BACK-UP CAMERA DIAMONDPLATE GUARD
- DOOR HANDLES ON HINGED DOORS
- DUAL AIR BOTTLE SCBA DOOR

- FOLDING STEPS
- FUEL SCBA DOOR
- HOSEBED LIGHT HOUSINGS
- LICENSE PLATE BRACKET
- REAR FIXED STEPS (EACH)
- REAR HOSEBED STEP
- ROTO-RAY
- RUB RAILS (UPGRADE FROM MIDNIGHT PACKAGE)
- RUB RAILS (UPGRADE FROM ECLIPSE PACKAGE)
- SCENE LIGHTS
- SINGLE SCBA DOOR
- SUCTION HOSE MOUNTS
- TOP OF WATER TANK DIAMOND PLATE
- WHEEL WELL TRIM FENDERETTES

# COMPETITION OFFERINGS



# COMPETITION OFFERINGS





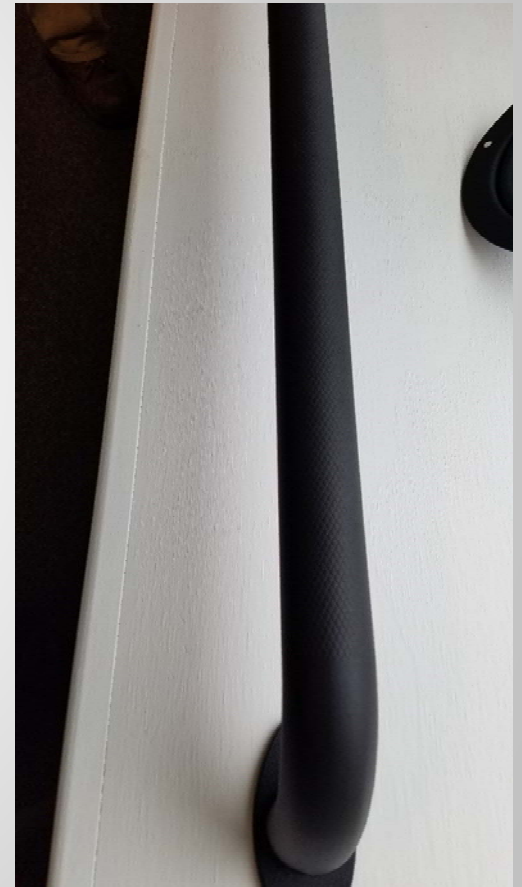
# CURRENT TRUCK EXAMPLES



COOLBAUGH TWP, PA TRUCK

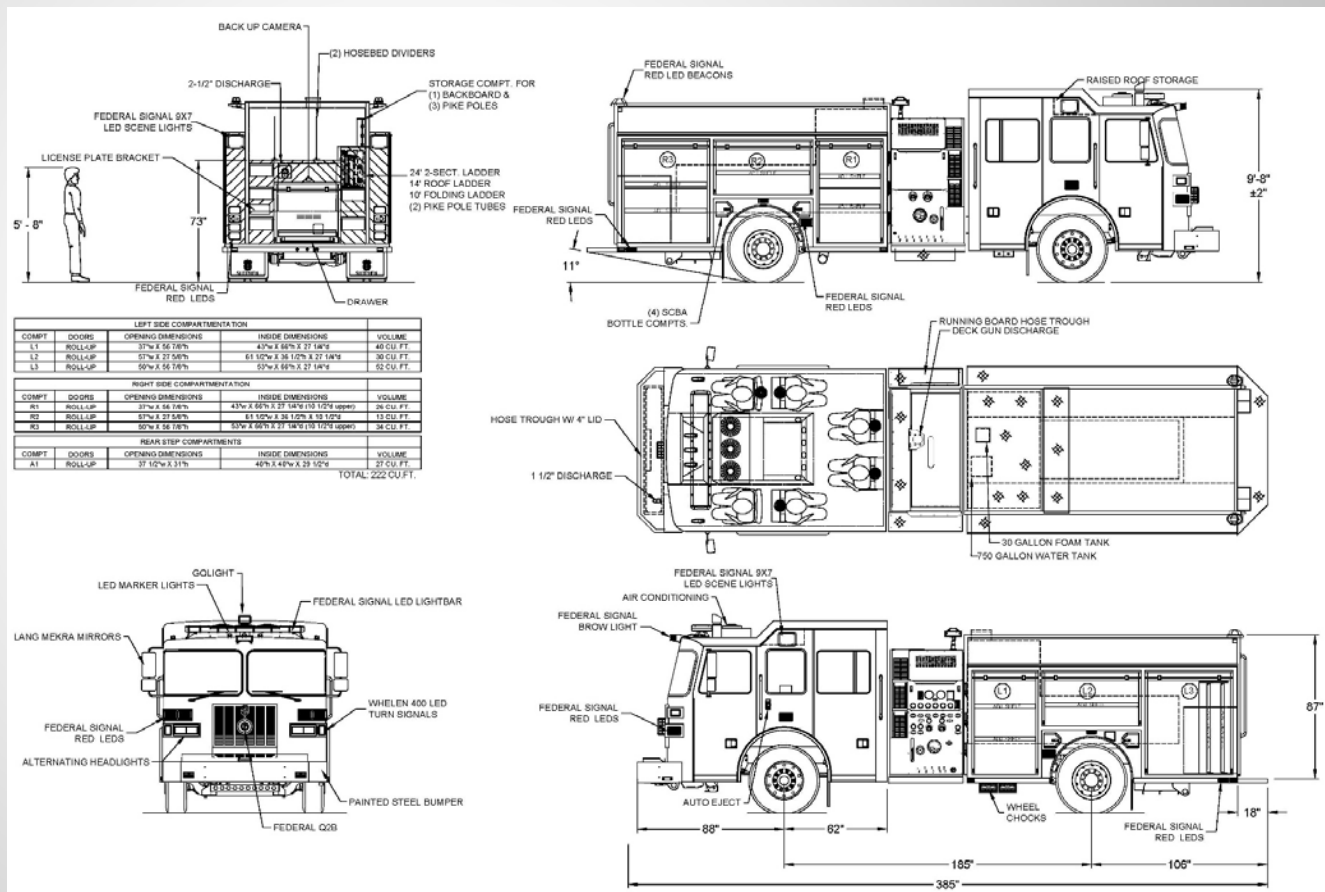


## CURRENT TRUCK EXAMPLES CONTINUED



# CURRENT DUBLIN TRUCK BLACKED OUT

## HS-6123 DEMO 440 SOUTHEAST PUMPER MIDNIGHT PACKAGE WITH ADDED POLY RUBRAILS





# BENEFITS

- Another Offering To Bring To Your Customer
- Less Maintenance
- Holds Up Better Than Paint
- Eliminates The Possibility Of Anything Eating Away At The Chrome Or Metal Finish
- Protects The Truck From Coupling or Tool Abuse