

FIRE APPARATUS

COST OF OWNERSHIP

IN MY FORTY YEARS OF BEING IN THIS BUSINESS, I HAVE NOT
FOUND A FIRE DEPARTMENT THAT CAN TELL YOU WHAT THE
ANNUAL COST TO OWN A PIECE OF FIRE APPARATUS

WHAT IS THE COST OF FIRE APPARATUS OWNERSHIP?

- 1.THE COST TO ACQUIRE THE UNIT NEW
- 2.THE COST TO MAINTAIN THE UNIT OVER ITS LIFESPAN
- 3.THE VALUE YOU RECEIVE WHEN YOU DISPOSE OF THE ASSET

EXAMPLE

1. **COST NEW: \$ 700,000.00**
2. **MAINTENANCE COST OVER 12 YEARS: \$ 240,000.00**
3. **CASH VALUE AFTER 12 YEARS : \$ 10,000.00**
4. **$\$ 700,000.00 + \$ 240,000.00 = \$ 940,000.00 - \$ 10,000.00 = \$ 930,000.00$ divided by 12**
5. **COST PER YEAR: \$ 77,500.00**
6. **(Some might include the cost of fuel)**

MOST OF THE TIME THE FIRE DEPARTMENT
DOES NOT HAVE A MAINTENANCE BUDGET
FOR EACH VEHICLE, THEY ONLY HAVE AN
ENTIRE MAINTENANCE BUDGET

WE CAN HELP ON THE MAINTENANCE FOR
EACH TRUCK

PUMPERS

FOR THE MOST PART, OUR COMPONENTS ON A SUTPHEN MONARCH CHASSIS IS THE SAME AS THE COMPONENTS OF OUR COMPETITORS

CUMMINS ENGINES, ALLISON TRANSMISSIONS, HENDRICKSON OR MERITOR BRAKES OR SUSPENSIONS, ETC.

ELECTRICAL SYSTEMS ARE WHERE WE DIFFER:

REV PRODUCTS ARE MOSTLY CLASS ONE MULTIPLEXED

PIERCE USES COMMAND ZONE MULTIPLEXING

SUTPHEN HAS THE OPTION FOR MULTIPLEXING, AND DOES USE THE CLASS ONE SUPERNODE AS STANDARD IN OUR CHASSIS, SO YOU HAVE TO WATCH CALLING OUR TRUCKS POINT TO POINT WIRING, IT IS ACTUALLY A HYBRID

FRONT SUSPENSIONS

THIS IS WHERE THE COSTS CAN ADD UP

PIERCE'S TAK 4 SUSPENSION, WHICH IS AN OSHKOSH PRODUCT



1. BALL JOINTS
 2. UPPER AND LOWER CONTROL ARMS
 3. CONTROL ARM BUSHINGS
 4. TORQUE RODS (IF THEY SEE ANY RUST, THEY MUST BE REPLACED
 5. TORQUE ROD BUSHINGS
 6. DOUBLE GEAR BOXES
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7. THERE ARE A LOT MORE WORKING PARTS ON A TAK-4, ALONG WITH THE BRAKE PADS MUST BE PURCHASED FROM PIERCE. BEING CONSERVATIVE THE BRAKE JOB IS DOUBLE WHAT A SUTPHEN IS

AERIALS

WHEN IT COMES TO AERIALS, WE ALL HAVE OUR TALKING POINTS

IF YOU GO BY THE MANUFACTURERS MANUALS, SUTPHEN DOES REQUIRE MORE ATTENTION

SUTPHEN SPH-100 REQUIRES MAINTENANCE EVERY 10 HOURS OF USE

SUTPHEN SINGLE AXLE AERIALS REQUIRES MAINTENANCE EVERY 25 HOURS OF USE

MOST OF OUR COMPETITORS

REQUIRES MAINTENANCE AFTER THE FIRST 25 HOURS OF USE THEN EVERY 50 HOURS OR ANNUALLY

THEY ALSO REQUIRE A NON-DESTRUCTIVE TEST EVERY 5 YEARS

PAINT HAS TO BE INSPECTED AND TOUCHED UP ANNUALLY

PIERCE'S PAINT WARRANTY ON THE AERIAL DEVICE IS 4 YEARS PRORATED

WEIGHT PLAYS A HUGH ROLE IN AERIAL MAINTENANCE COST

WE DO NOT HAVE THE WEIGHT ADVANTAGE THAT WE ONCE HAD, THE SPH-100'S LEAVING THE PLANT TODAY ARE MUCH HEAVIER THAN THE SP-95'S. MOST SPH'S WE HAVE IN FLORIDA WEIGH IN AT AROUND 71,000 LBS IN SERVICE

WHICH IS STILL ABOUT 8,000 LBS LIGHTER THAN OUR COMPETITORS. BRAKE AND TIRE WEAR REALLY DEPEND ON HOW HARD THE TRUCK IS USED AND THE ROADS IT IS ON.

PARTS

ONE OF THE MAIN COMPLAINTS FROM CUSTOMERS IS THE COST OF PARTS. PIERCE IS THE LEADER IN PROPRIETARY PARTS. THIS IS A HUGE REVENUE STREAM FOR THEM.

THE ONE PLUS I HEAR IS THAT THEY ARE GOOD AT TRACKING AND SHIPPING THE CORRECT PARTS.

**WHAT CAN YOU DO AS A DEALER TO
HELP WITH MAINTENANCE COSTS?**

1. HELP THE CUSTOMER WITH A **PREVENTIVE** MAINTENANCE PLAN
2. I HAVE LEARNED TO SPEC A TRUCK WITHOUT THE BELLS AND WHISTLES.
3. THE BIGGEST FAULT I SEE IS WE OFFER OPTIONS **BEFORE** THE CUSTOMERS ASK FOR THEM
4. SUTPHEN NEEDS TO TRAIN OUR PC'S NOT TO OFFER OPTIONS **BEFORE** THEY ARE ASKED
5. THE TRUCKS WITH THE FEWEST OPTIONS WE NEVER HERE FROM EXCEPT TO MAINTAIN THEM.
6. HIGHLY OPTIONED TRUCKS ARE PROBLEMS, CAFS, SAM, AERIAL ALARMS, ETC
7. WHAT WE WANT TO HEAR, IS THE TRUCK ONLY NEEDS SERVICE WHEN THE OIL NEEDS CHANGED!

DISCUSSION