

TECHNOLOGY DELIVERS SOLUTIONS

In today's world where almost anything is possible the question is usually not if a technology exists but rather how do I find it. In a world where meeting a customer's needs can mean the difference between making the sale and losing out to another competitor, knowing how to find what your customer wants is critical.

OEMs such as Ford Motor Company offer high quality, content rich vehicles for mass audiences. Ford technology like MyKey™, SYNC®, Ford Crew Chief™, and SYNC® AppLink™ enable end-users to be more productive and safer than dreamed possible just a few years ago. However, there is going to come a time when you are consulting with a customer (in person, reviewing RFQ's, etc...) and they have a need for a technology that does not exist in the OEM's price guide. Where do you turn for your solutions then?

It's simple. After-Market manufacturers offer solutions for very specific customer needs and bring them to market in a relatively short period of time. Their strategy is to provide solutions in smaller volumes than an OEM would. In fact, hundreds (if not thousands) of companies promote



: Module for Eco-Star anti-idle system

technologies like anti-idle, shift interlocks, GPS, high idle systems, reverse assistance systems, fuel management tracking devices, and access to chassis data that can help a Ford dealer and/or upfitter better serve their customers. InterMotive Vehicle Controls is a prime example of one company that specializes in meeting the unique needs of the deal-

er and the after-market customer. The good news for you, as a Ford dealer, is that these systems can often be installed right there in your facility – which means you become a one-stop shop for your fleet customers.

Right now products that improve fuel economy are hot! Take your pick: Anti-idle (e.g. Idle Timer Controller), Stop/Start (Eco-Star), and technology that replaces the need to idle at all (auxiliary heaters and coolers). Not only are fleets desperately trying to reduce fuel costs but the government has current and pending legislation (S. 1285) designed to offer tax credits for use of anti-idling technology. If you had a customer who could benefit from both these products and the tax initiatives, would you know how to help them find eligible technology? Providing solutions such as these and your customers would be happy with your consultative approach and you would grow your dealer's revenue by selling more parts and service.

On the next page are a few examples of new products / technology from InterMotive Vehicle Controls that might help your customers solve problems.



Work Truck Shift Interlock

Upfitter Interface Module

Purpose:

Provides plug & play, field programmable outputs of real-time chassis CAN data (e.g. VSS, ECT, door open/closed, Vbat, Brake, etc...) and switch inputs to allow an upfitter to operate electrical loads based on specific criteria. e.g. Automatically turn on a piece of equipment when vehicle is below "x" speed, RPM is below "y" value, and switch 1 is "on".

Work Truck Shift Interlock

Purpose:

Locks the OEM shift lock in place when a piece of equipment (e.g. bucket, lift-gate, ramp, door, etc...) is in operation or not in a stowed position. This greatly reduces the chances of a driver moving a vehicle with equipment not in a safe position and possibly resulting in property damage or personal injury.

Eco-Star

Purpose:

Customizable automatic Stop/Start anti-idle system. Place the vehicle in Park and Eco-Star will turn off the engine but leave battery power on. Eco-Star monitors battery voltage and will automatically restart the engine if the low Vbat threshold is exceeded or when the service brake is pressed. Other configurable elements include an override for a/c or heater in operation. It can even restart the engine if the cabin is too cold or hot.

Speaking of new technology, use your smart phone to scan the QR Code below to access more product information from InterMotive or use the "old fashion" method and go to www.intermotive.net. If you do not have an app to read the QR Code try the free app QR Reader.



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From left to right:
Fadi Joubran (Les Equipement Polytek), Marc Ellison (InterMotive), Jonathan Starr (Les Equipement Polytek), and Mark Barczak (InterMotive) talk about InterMotive's new Upfitter Interface Module.



InterMotive reviews the new programming software for their Upfitter Interface Module with personnel from Les Equipement Polytek, InterMotive's distributor for the Province of Quebec.



at the ICUEE
in Louisville,
Oct. 3-6