



BULLETIN



TO: All Dealer Service Representatives
DATE: December 17, 2012
From: Tom Furdek
RE: Carwell – Benefits and application
Service Topic #

Carwell T32 Benefits and Application

Pierce Manufacturing is excited to offer our dealers a product that is proven to reduce corrosion on vehicles, is easy to apply, cost effective and profitable. With an annual application, it can significantly reduce or stop the corrosion on frame rails, crossmembers, and other metal brackets mounted on the frame. It can also be used between cab and body door hinges, behind handles, diamond plate and anything else mounted to the cab or body. Even the aerial device can be treated to prevent rusting on the ladder and turntable. While the intention is to have our dealers use the Carwell product on Pierce apparatus, it can also be used on any vehicle within the department or cities fleet.

Background:

- Proven product and application system for over 25 years.
- Unique formula with active ingredients that remain on the surface even after washing
- Carwell has been accepted and used on vehicles for the U.S. Marines, U.S. Army, New York School System, commercial truck fleets and automobiles
- The Carwell Company will annually spray over 38,000 vehicles.
- Is currently applied on the underside of all trucks between 11/1 and 3/31.
- Can be applied as an option on the entire outside of an apparatus leaving Pierce.

Benefits:

- Reduce corrosion on all metals
- Will not affect electrical circuits (non-conductive)
- Can be sprayed in the field
- Profitable for dealers
- Generate business by spraying competitors trucks
- Used as a protectant for trucks in coastal saltwater region
- Easy removal – mild degreaser and warm water pressure wash (see further details)