

Daimler Truck Financial

# FUSO<sub>ur</sub>ce



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DTF-D-FUSO-0302

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## **ATC Drives Home its Customer Service Promise with Help from DTF**

With a commitment to be open 24/7 and a name—Around The Clock (ATC)—that underscores that promise, it's clear that ATC is a dealership that puts its customers first.

"Our goal is to provide elite products with elite support, and for that reason we are dedicated to choosing best in class providers like Daimler Truck Financial (DTF)," says Dave Wirth, Director of Finance at ATC.

ATC retails new and used trucks, as well as offers parts, service, body work, leases and rentals.

Three years ago, ATC added FUSO to its lineup of Daimler trucks at its Oklahoma City, Okla. and Ft. Worth, Texas dealerships. According to ATC's Fort Worth General Manager Paul Burk, FUSO was chosen because it allowed ATC to diversify its product offering in the lightweight Class 5 category with a Daimler product.

With four large-market stores and supplemental satellites, managing the financial needs of multiple locations presents a challenge. ATC looks to its financing partner, Daimler Truck Financial, to help tie it all together.

"Our relationship with DTF provides continuity as we manage multiple locations and each location's various financial needs," Wirth said. "The consistency between all the stores on the same floorplan makes it easy for us to manage procedure wise. What's easier for us is easier for our customers. "

According to DTF's District Finance Manager Craig Chandler, ATC is a large and loyal dealership that utilizes products from floor planning to revolving lines of credit. He commends their decision to opt into the full suite of products offered by DTF. "When you go to an independent finance company, you lose control and sometimes your connection with the customer. We firmly believe that captive financing leaves the dealer in control."

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\* Actual rates, terms, down payment, advance and program eligibility will be determined by DTF Credit Team based on creditworthiness of customer.

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Wirth agrees that DTF's wide range of products allow them to run their daily operations smoothly. "It's very convenient from a small business retail perspective to be able to fund ourselves the same day. We can finance a customer, pull the funding the same day and pay off the trucks on floor planning which saves money."

But, as with any successful relationship, it's not just about the products. It's about the service. Wirth added, "From sales to finance and accounting, our DTF analysts have a good grasp of what we do."

He also mentions the continuity of DTF itself. "In 2009 when others rolled up and left, DTF was there for us. Things were hard on everyone but would have been harder for us if DTF hadn't been there for our customers."

"DTF offers competitive rates\* and a wide range of complementary financial products, and they do an excellent job with customer service – both for us and our clients. They understand the unique differences in our customer base. Support from DTF has been a critical part of our success."

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