



Specialist Report

10 Questions  
dealers must ask  
their upfitter



### **Has the upfitter achieved the National Truck Equipment Association MVP certification?**

MVP certification guarantees the highest quality processes, builds and business practices for vehicle upfitters.

All Zoresco locations have achieved the NTEA MVP certification.

### **How fast can I get vehicles for my customers or to restock my inventory?**

You need inventory on ground to sell and getting those vehicles should not be a barrier.

Zoresco has five convenient locations, each with easy access to major roadways, as well as an on-ground inventory of over four million dollars worth of bodies and equipment. With the recent addition of our Evans City location and our multiple bailment pools, you get lightning-fast delivery. With our Quick Zip program, core product is built and ready at our Pittsburgh location within 48 hours. This program is expanding and will be available at our other locations shortly.

### **Does the upfitter have access to bailment pools?**

Partnering with an upfitter with bailment pools not only increases the vehicles you can offer your customers without assuming the risk of floor-plan exposure, but it also guarantees the upfitter has been properly vetted by the OEM and is an authorized upfitter following installation instructions and body builder process guidelines.

Zoresco holds nine bailment pools and is in the top 2% of all vehicle upfit companies by holding both Ford QVM (Quality Vehicle Modifier) and QCM (Qualified Calibration Modifier) certifications. Additionally, we are a Ford Ship-Thru upfitter, meaning that as long as certain physical dimensions are adhered to, vehicles can move through the Ford Transportation Network directly to Zoresco and then to your dealership.

### **How long have you been building commercial vehicles?**

Partnering with an upfitter that has been in the commercial vehicle business for years is vitally important. Experience and the skills required to produce the most efficient and productive commercial vehicles, as well as understand the local market, is an expertise crafted through studying and building the best fleets in the country.

In 2021 Zoresco will celebrate our 40th year. That includes builds for some of the largest utility fleets on the ground, and expertise in the local community, giving you the confidence that you're getting the best commercial vehicle for your customers. Our products are developed in the real world, not in a conference room, and the popularity of our bodies proves that; Zoresco sells over 1,000 dump trucks and an additional 1,000 platform and service bodies each year.

### **What is the upfitter's paint process?**

Typically bodies are painted on the vehicle, resulting in overspray. Instead, you should look for a body that was painted separately.

Zoresco bodies are painted separately on carts to ensure no overspray onto the vehicle. Additionally, we black-in the underside of our

dump bodies to provide superior corrosion protection and a longer-lasting body. Our dump bodies have a reduced number of weld points, resulting in less potential rust spots and we use PPG AUE grade paint, the same that is used on heavy industrial equipment to provide a long-lasting, professional look.

### **How does the upfitter partner with the dealership to increase sales?**

Upfitters are in a position to be an extension of your dealership sales staff, make sure it is a profitable partnership.

Zoresco offers joint sales calls, end-user discussions to find the perfect application, body manufacturer fly-ins and dealer-lot merchandising and literature, all at no charge to the dealership.

### **How will the upfitter keep me up to date on the latest industry news and offerings?**

The commercial vehicle industry keeps innovating and you need a partner that keeps you on top of the best practices and innovations to offer your customers.

Zoresco hosts yearly, in-depth training seminars giving you the chance to see and touch the latest innovations in the industry. Additionally, we can bring those presentations and demo vehicles to you and your staff at the dealership and we'll train you on walk-around presentations to showcase the best and most compelling information to your customers.

### **How quickly can I get a quote?**

You need to be able to get a quote for your customers while they are in the building, without a wait.

Each Zoresco location has a dedicated inside sales staff, in addition to our Specialists, ready to get you the quotes you need.

### **How will I know the status of my vehicles being built?**

Managing the status of many customers all at once is a challenge. Make sure your upfitter is taking that off your plate.

Zoresco provides weekly status reports, bringing automated information to your inbox. Never guess about the status of a vehicle ever again.

### **Does the vehicle upfitter have enough insurance coverage to cover my customer in case of future litigation due to a collision?**

Many times, after a collision, litigants will sue as many companies as they are able to, in hopes to receive an oversized payout, make sure your upfitter is also covered.

To minimize your exposure as much as possible, Zoresco carries a 10 million dollar insurance rider, compared to the normal 1 million dollar rider most upfitters carry. In addition, we are supported by the legal departments of our national suppliers, providing substantial resources if a case does reach court.