

FEATURE OF THE MONTH

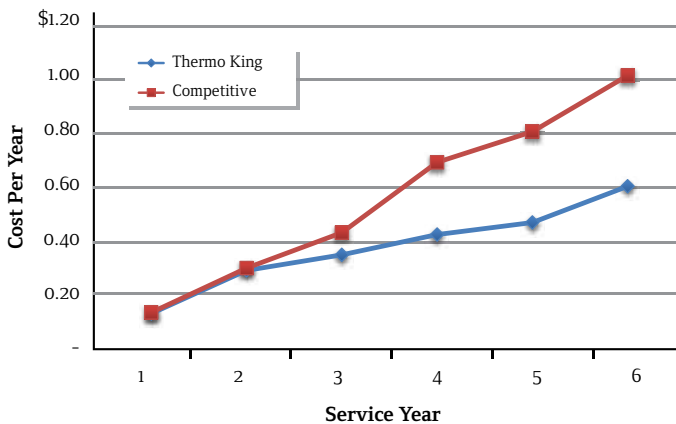
COMPETITIVE BULLETIN

THERMO KING UNITS DELIVER A 37% LOWER OPERATING COST VS. COMPETITION

Based on actual customer data utilizing Thermo King and competitive units of the same age, a 37% lower overall cost of operation was realized for the Thermo King units. The data used to arrive at this number comes from several key areas, including those below:

Maintenance Cost Per Hour Analysis

Thermo King Single Temp Trailers
vs.
Competitive Single Temp Trailers



Compressor Replacements Per Unit

The number of compressor replacements per unit was **8 times higher** for the competitive units versus the Thermo King units.

Cost of Labor and Parts

The competitive units had **20% higher** labor and part costs on compressor replacement than did the Thermo King units.

Gearbox/Jackshaft Replacements Per Unit

The number of gearbox and jackshaft replacements per unit was **14 times higher** for the competitive units versus the Thermo King units.

Condenser Coil Replacements Per Unit

The number of condenser coil replacements per unit was **26 times higher** for the competitive units versus the Thermo King units.

Refrigerant Leak Events Per Unit

The number of refrigerant leak events per unit was **2 times higher** for the competitive units versus the Thermo King units.

SVC Revenue Generating Calculator

This easy-to-use calculator incorporates our customer's specific travel criteria and translates it into relevant information to identify financial and operational opportunities.

	Scenario 1	Scenario 2
Current Fleet Size (# of Units):	250	25
What do you charge per mile?	\$1.70	\$1.70
How many miles per hour do your drivers average?	60	60
On average, how many unscheduled repairs do you experience per year, per unit ?	5	6
On average, how many hours of downtime do your drivers experience during each unscheduled repair?	4	3.5

Based on historical data, Thermo King SVC™ believes our GMP program can reduce a fleet's number of unplanned repairs by up to 30%, saving our customers lost revenue and maximizing uptime.

Estimated Annual Growth in Revenue
(based on SVC data)

\$153,000.00	\$16,065.00
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Estimated Recovery of Hours of Service
(based on SVC data)

1500.0	157.5
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The information presented above is an estimate only; your actual outcomes may vary.

Dealers can access the calculator online by logging into TSA Info Central on the iService page and following these simple steps...

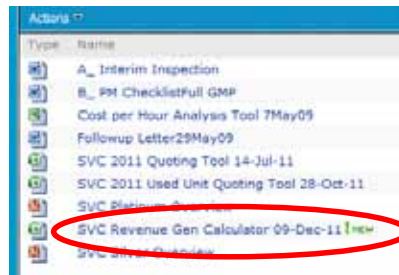
Click on SVC on left side



Click on Sales Tools Folder



Choose the Revenue Generation Calculator



Get your customized SVC Revenue Generation Report from your local Thermo King dealer!

