



Product Awareness Bulletin

Bob West

2/10/15

#005

Selling Ford Chassis - US

Minotour

In light of the limited availability of GM Minotour chassis, and in efforts to increase sales of Minotour on Ford chassis, we have made the following changes in option pricing for Ford Minotours.

Effective Feb-09-2015 the list price of:

- 1) Option B5489-79-000, Body Structure for 14.5K Ford has been reduced from \$2066.00 to Zero.
- 2) Option B5489-70-000, Body Structure for 11.5K Ford has been reduced from \$1000.00 to Zero.

This will bring the price of the respective body sizes in line with body price for the GM equivalent.

The price of the Ford chassis is higher than the comparable size GM and even with the higher Ford GPC assistance offered, there is a price premium.

Features that help overcome this premium include: 225 amp alternator and dual batteries as standard on the E450 as well as the ability to connect a 1200 RPM high Idle when in park. When A/C and/or Wheelchair lift options are ordered, these features will ensure adequate electric supply.

On the E350, DRW, the 225 amp alternator coupled with the single battery and ability to connect a 1200 RPM high idle will ensure the same adequate electric supply when body A/C is installed.

Remember these features are all Ford installed and included in our chassis price.

TBB has chosen to equip the E450 with the 6.8L engine with 14.5K GVWR. Although Ford does offer a 14.05K GVWR E450 with a 5.4L engine, reports of shorter engine life and no increase in fuel economy helped TBB determine to offer only the 6.8L. Also maximum HP and Torque is reached at lower RPMs for the 6.8L versus the 6.0L of GM.

Availability of Ford chassis is plentiful, and we have orders placed to provide a steady flow. For MY2015 we have over 190 chassis either on ground or arriving shortly. Orders for MY2016 have also been placed and for those requiring white MFSAB chassis, we have some 14.5K E450's on order for chassis build in April.

Thomas does not offer a body on the E350 SRW, as we are unable to provide competitive seating capacity.

For our Canadian dealers, we have reached an agreement with Ford of Canada along with a Toronto dealership to supply TBB with Canadian Ford chassis beginning with MY2016 chassis. We expect that these chassis should be delivered and on ground here by May, 2015.

Further announcements and pricing are to follow in the near future.

For further information please feel free to contact your RSM or Bob West in product Planning.