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Sales Bulletin for Horton's Dealer Network.

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## Sales Bulletin

HSB2020-05.01

### Key Weekly Dealer Updates

May 1, 2020

#### **NEW THIS WEEK**

##### ***Welcome to the Horton Family***

Please help me welcome **ETR, LLC**, and **Mercy Sales, Inc** to the Horton family. ETR will represent Horton in the state of Florida while Mercy Sales, Inc will be representing Horton in the state of Michigan...or as Lance Randolph would say, the state up north. WELCOME to our family!

##### ***OEM (GM/FCA/Ford) - Chassis Production Update***

Most automakers are now targeting May 18th to resume production at their U.S. factories after UAW officials raised concerns over earlier suggestions to restart earlier in May. We will continue to communicate information as it comes in to us.

##### ***Code 3 Dome Lights with Vital Vio Technology***

We have been informed that the lead time on the Code 3 dome lights with Vital Vio Technology is now currently at 16 weeks with a minimum purchase of 100. If you have a unit in production and the customer wants to change his current

dome lights to these Code 3 dome lights, you will need to go through our Parts Department to order them. Once the unit is finished in production, you will take delivery of the unit and swap these lights out once they are in stock and shipped to you. In regards to new units, with our current backlog/lead times, you can option/SR these lights in on any new orders.

### ***Sub-flooring Material Change***

As presented to the Dealer Principals on a call last Friday, April 24, we are making a change to our sub-floor material. Each dealership was shipped a 4"x4" sample for review. Please click [here](#) to review the letter that was sent with each sample with information on the new sub-floor. Timing of this change will be in the next few weeks once we use up some current inventory and are able to receive the new material to put in stock.

### ***Ford Exhaust Tip on F-Series Chassis***

It has been brought to our attention that Ford has stealth launch a 2020\*MY change in regards to the exhaust tip. Please see photo below for your awareness.

Previous Exhaust Tip



Current Exhaust Tip



### ***Horton Facebook Post - 2020 Horton National Show Unit***

Our 2020 National Show Unit video is now located on the dealer portal under videos.

### ***Dealer Interest Savings - May***

Attached is a letter in regards to interest on prepayment of units. Please click [here](#) to review a full copy of the letter.

### **PREVIOUS WEEKS**

#### ***Horton Facebook Post - Please Share - 2020 Horton National Show Unit***

Last week you may have noticed we shared a video of our 2020 Horton National Show unit. As I am typing this, the video has over 122k view, over 1k of some type of reactions, and pretty positive comments. If you haven't already done so, you will want to take a minute to review this video and possibly share it.

#### ***Change to our Standard Threshold and Sill Plates***

In the weeks to come, you will notice a change to our threshold and sill plates standards. Please click [here](#) to review the PDF of a PowerPoint of these changes. Please review and get with me if you have any questions/concerns/comments on this change.

#### ***Remote Customer Inspection Process - Update***

It has been discovered during the remote customer inspection process this week that the email link we send to you and your customer to get into OneDrive to review the Matterport, videos, and pictures cannot be forward to anyone

else. This is a safety feature in OneDrive not to allow the information to be shared with others without us initiating it. Please make sure to communicate with us who you want to receive the link. If you need to add someone to that list, please let us know, and we will add them.

### ***OEM (GM/FCA/Ford) - Chassis Production***

It has been requested that all OEM's prioritize ambulance & fire chassis when they go back into production, which we are hearing will be Monday, 5/4. We have not heard anything official as of yet, but we have heard through some of the back channels that the OEM's are planning on doing that. The OEM's start date of 5/4 is all depending if the employees actually come back to work. There have been some comments that the employee's union may feel this is too soon for employees to come back. Once we have additional information, we will share it.

### ***FCA (RAM) Chassis Production Update***

FCA's Saltillo Truck plant that manufactures the RAM 4500 & 5500 chassis is scheduled to come back on line on Monday, 4/27. Please note this is subject to change pending employees due return as scheduled.

### ***Freightliner Chassis Production Update***

Freightliner's US truck plants did open back up on Monday, 4/20. They are not sure when the Mexico plant is going to open. Possibly Monday, 5/5. Freightliner receives all their frame rails from Mexico, so if they don't reopen on 5/5 there will be in impact on the US truck plants. Once we have additional information, we will share it.

### ***Please see below for addition information being added to our User Manuals in regards to Decontamination Product***

Please follow CDC Guidelines on how to decontaminate the module or/and chassis cab. When decontamination of the module or/and chassis cab is required use caution and strictly follow the manufacturer's instructions. Beware that certain decontamination products can have adverse effects to different components within the module or/and chassis cab which may not be covered by the warranty of this unit. Always follow the manufacturer's safety recommendations while working with decontamination products including:

- Use only EPA registered products
- Avoid breathing mist or vapors

- Wear Gloves (resistant to chemical products [butyl rubber, nitrile and neoprene, polyethylene, polyvinyl chloride])
- Wear protective clothing
- Wear eye protection (face shield or safety glasses)
- Wear Respiratory protective equipment (air respirator or SCBA)

### ***Remote Customer Inspection Process - New***

Due to Ohio Stay at Home Order (please see below) that limits visitors to the state, on Friday of last week (4/10/20), Lance Randolph (VP/GM) of Horton had a conference call with all the Dealer Principals that participated to discuss the new Remote Customer Inspection Process. Please click [here](#) to review the new process map of how the process will work. If you have questions on this new process using Matterport, exterior photos and video, please reach out either to the dealer principal of your organization or myself.

### ***Horton's Facebook Post - Please Share***

We have a new customer in Ohio that used to buy from one of our competitors. On Tuesday of last week (4/7/20), the customer informed us that their prior dealer informed them that Horton was shut down due to COVID-19 and there was no way we are building ambulances due to lack of chassis and parts. To help set the record straight, and to also acknowledge the over 300 hourly personnel that show up each and everyday, we created a post on Facebook. As you probably already know, our employees are committed to working through the crisis, and there is a feeling of doing our part by continuing to make ambulances. Many of our employees follow these posts, if you haven't already done so, please consider sharing our post.

## **OTHER INFORMATION**

### ***Lead Time Update***

Current production schedule: the next available production slot has a completion date during the week of 1/4/21. Our current lead time is 250 to 275 days.

### ***Transactional Pipeline Report***

Change in request - Please submit your Transactional Pipeline Report to both Amy Durst ([amy.durst@hortonambulance.com](mailto:amy.durst@hortonambulance.com)) and myself by close of business each Wednesday; however, only if there have been changes made to the form since the last time you submitted it. For example if there have been changes to the decision date or if you won/lost the business.

### ***Chassis Availability Update***

Below is a list of available chassis we have on the ground that are not assigned to any customer. If you have any interest in any of these chassis, please email Lisa Yates at [lisa.yates@hortonambulance.com](mailto:lisa.yates@hortonambulance.com) or call her at (614) 539-8181, ext. 2346.

- Qty. 3: 2019 RAM 5500 - 4x2 - 192.5"WB - Diesel - Please click [here](#) for chassis specs. Chassis have MRU-Black tubular side step. Please click [here](#) for pictures of these chassis. Price \$54,731.00 (In Stock)
- Qty 1: 2020 RAM 5500 - 4x4 - 192.5"WB - Diesel - Please click [here](#) for chassis specs.

### ***Horton Open Units***

Available for immediate delivery. If you have any interest in any of these units, please contact me.

- **#18449** - 2017 Ford F550 4x4, - 623 Module - Demo (2018 National Show Unit) - Complete - **Reduced price - NOW \$200,00.00** - Please click [here](#) for Specs and Prints. Please click [here](#) for pictures of this unit. Unit currently as roughly 24,000 miles.
- **#18941** - 2019 Ford F550 4x4 - 623 Module - Demo (2019 National Show Unit) - Complete - **Reduced price - NOW \$253,986**. Please click [here](#) for Specs and Prints. Please click [here](#) for pictures of this unit. Unit currently has roughly 8,000 miles on it.
- **#19174** - 2019 Freightliner - 623 Module - Demo - Complete - Price \$231,086.00. Please click [here](#) for Specs and Prints. Please click [here](#) for pictures of this unit. Unit currently has 2,750 miles on it.

Please don't hesitate to get with me if you have any questions or want to discuss any of these Demo/Stock units.

### **Chevrolet Chassis Information**

#### **2020 MY Chevrolet G-Cutaway Start-Up Information:**

2020 MY Order Bank Open: 6/20/19

2020 MY Production Start Date: 8/19/19

#### **2020 MY Chevrolet G-Cutaway Balance Out Information:**

2020 MY Order Bank Closes: 3/5/20

2020 MY Last Production Date: 8/14/20

#### **2021 MY Chevrolet G-Cutaway Start-Up Information:**

2021 MY Order Bank Opens: 6/18/20  
2021 MY Production Start Date: 8/17/20

**2020 MY Chevrolet CC & CK 3500 Start-Up Information:**

2020 MY Order Bank Open: Mid-July 2019  
2020 MY Production Start Date: January 2020

**2020 MY Chevrolet CC & CK 3500 Balance Out Information:**

2020 MY Order Bank Closes: 3/5/20  
2020 MY Last Production Date: 7/31/20

**2021 MY Chevrolet CC & CK 3500 Start-Up Information:**

2021 MY Order Bank Opens: 5/21/20  
2021 MY Production Start Date: 8/30/20

**2020 MY Chevrolet CC & CK 4500-6500HD Start-Up Information:**

2020 MY Order Bank Open: 5/23/19  
2020 MY Production Start Date: 9/3/19

**2020 MY Chevrolet CC & CK 4500-6500HD Balance Out Information:**

2020 MY Order Bank Closes: 6/25/20  
2020 MY Last Production Date: 11/30/20

**2021 MY Chevrolet CC & CK 4500-6500HD Start-Up Information:**

2021 MY Order Bank Open: 7/30/2020  
2021 MY Production Start Date: 11/30/20

**RAM Chassis Information**

**2020 MY RAM 4500/5500 Start-Up Information:**

2020 MY Order Bank Open: Open  
2020 MY Production Start Date:

**2020 MY RAM 4500/5500 Balance Out Information:**

2020 MY Order Bank Closes: 8/6/20  
2020 MY Last Production Date: 9/4/20

**2021 MY RAM 4500/5500 Start-Up Information:**

2021 MY Order Bank Open: 9/4/20  
2021 MY Production Start Date: 10/12/20

**Ford Chassis Information**

**2021 MY Ford E-Series Start-Up Information:**

2021 MY Order Bank Open: 10/4/19  
2021 MY Production Start Date: 1/2/20

**2021 MY Ford E-Series Balance Out Information:**

2021 MY Order Bank Closes: 10/5/20  
2021 MY Last Production Date: 12/23/20

**2020 MY Ford F350-F550 Super Duty Start-Up Information:**

2020 MY Order Bank Open: 8/14/19  
2020 MY Production Start Date: 11/4/19

**2020 MY Ford F350-F550 Super Duty Balance Out Information:**

2020 MY Order Bank Closes: 8/14/20  
2020 MY Last Production Date: 10/22/20

**2021 MY Ford F350-F550 Super Duty Start-Up Information:**

2021 MY Order Bank Opens: 8/17/20  
2021 My Production Start Date: 10/26/20

**2021 MY Ford F650 Medium Duty Start-Up Information:**

2021 MY Order Bank Open: 9/16/19  
2021 MY Production Start Date: 1/2/20

***Freightliner First Opens***

Freightliner is now slotting first openings mid August for chassis start. Please note, pending on certain options, it could take an additional 60 to 90 days before the chassis can actually start in production.

***International 2021 Model Year Production***

International MV chassis 2021MY production start date will be 1/2/20.  
International CV chassis 2020MY production start date was 11/19/19.

***Horton Online Store***

The store is open each month from the 1st through the 21st. All merchandise orders placed during the ordering window will be delivered the first week of the following month.

Order here: <https://www.promoplace.com/artina/stores/HEVapparel>

If you have any questions, please contact Dave Marshall at [dave.marshall@hortonambulance.com](mailto:dave.marshall@hortonambulance.com).





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