

Fleet Maintenance Program

STEER YOUR FLEET TO SUCCESS



Protect. Maintain. Save.

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WHO IS KROWN?

In April 1986, a group of corrosion control experts who wanted to be unique in the automotive rust protection industry, formed a company called KROWN. KROWN is 100% Canadian-owned and operated and is best known for its Krown Rust Control Centres, now with over 240 locations in Canada.

Krown is a Dealer-owned cooperative and derives no income from selling franchises. KROWN Corporate supplies the rust inhibiting products that KROWN Dealers use in their shops. These are the finest and safest products available. We are also continually active in research & development of KROWN products and application systems that will meet the needs of the automotive, fleet and industrial market well into the 21st century.

OUR GOALS INCLUDE

- Working with our Fleet customers to help reduce their costs and to continuously update our expertise.
- Having technically the finest product available.
- Unsurpassed ongoing training for our employees.
- To use only environmentally safe products.
- The best warranty in the business.

INTRODUCING: THE KROWN PRODUCT

Krown's technologically advanced formula is one-of-a kind. Able to creep and penetrate, displacing moisture, the Krown product boasts many other advantages. In fact Krown:

- Is environmentally safe.
- Contains no toxins or solvents.
- Is non-flammable.
- Is non-reactive.
- Is non-corrosive.
- Can be sprayed in any weather.
- Remains active.
- Is not WHMIS controlled.

FINANCIAL STUDY: REAL SAVINGS WITH KROWN

Department Of National Defense
Corrosion Control Study



In 2006 DND released their findings in a 5 year study of a corrosion prevention program. Please read the next few pages for a brief overview of what they discovered. Please also be aware that their findings took into account only the savings they experienced from a labour standpoint.

MAINTENANCE COST BREAKDOWN



MAINTENANCE COST BREAKDOWN

Like most fleets, DND was spending millions of dollars in labour for maintenance of their equipment. Here is the breakdown:

- Preventive Maintenance Cost- \$18,000,000
- Corrective Maintenance Cost - \$32,000,000
- Corrosion Relative Maintenance Cost \$10,000,000

Some of their major corrective maintenance concerns included:

- Body Corrosion
- Braking System
- Front & Rear Axles

Could treating their fleet annually with a rust inhibitor/lubricant decrease their overall maintenance costs by reducing labour?

In 2001 DND began a Krown Body Maintenance Program on their fleet. Notice the real savings they recorded in man hours...

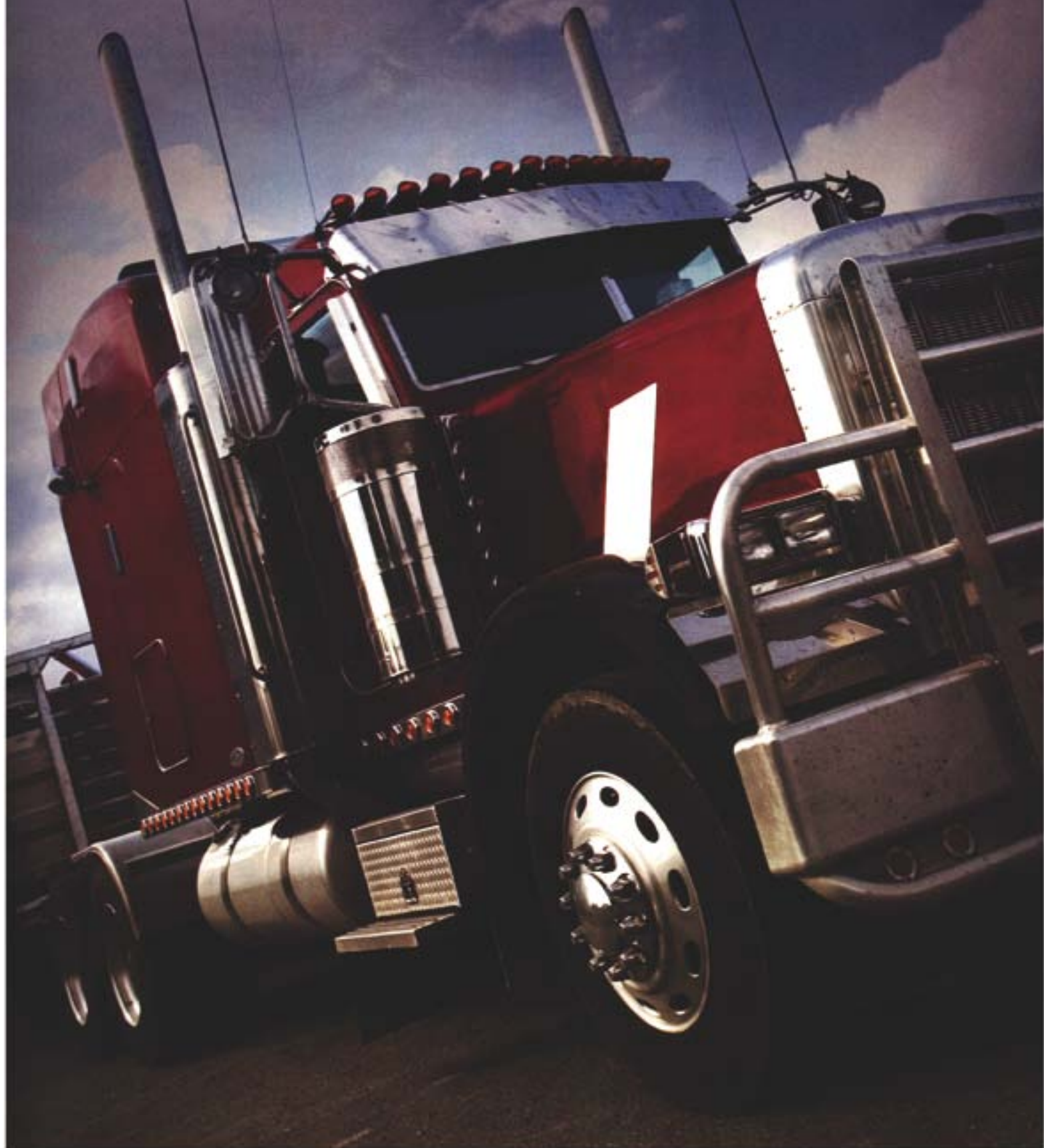
Corrective maintenance labour hours saved due to lubrication and penetration factor of the selected product:

- Year 1 – 1,000 hours saved.
- Year 2 – 2,000 hours saved.
- Year 3 – 3,200 hours saved.
- Year 4 – 4,400 hours saved.
- Year 5 – 5,400 hours saved.

LET'S PUT THESE FINDINGS INTO DOLLAR FIGURES.

YEAR	OIL SPRAY COST (DND)	TOTAL SAVINGS	NET SAVINGS
2001 (yr 1)	1,200,000.00	2,000,000.00	800,000.00
2002 (yr 2)	1,200,000.00	3,000,000.00	1,800,000.00
2003 (yr 3)	1,200,000.00	4,500,000.00	3,300,000.00
2004 (yr 4)	1,200,000.00	6,000,000.00	4,800,000.00
2005 (yr 5)	1,200,000.00	7,500,000.00	6,300,000.00

CONCLUSIONS



MORAL OF THE STORY

- By year 5 of the program, DND realized a \$6 savings for every \$1 invested.
- Prevention is better than correction both in dollar values, time and efficiency.
- Remember though, DND's study was based simply on reduced labour on maintenance.

In addition to saving fleets thousands or even millions of dollars in decreased maintenance, there are other benefits for your fleet. A Krown Body Maintenance Program also means:

- A reduced number of spare vehicles
- Fewer repairs = less time off the road and less replacement parts.
- Less repainting of vehicles.
- Longer Lifecycle of Vehicles = capital savings.
- Higher resale value of equipment due to less corrosion.
- Increased reliability of equipment.



THERMO KING OF LONDON

“The Krown product practically eliminated the green corrosion on wires. I would recommend your product to anyone in an automotive environment. It is one of the best products I have ever used.” -

Greg Thefilopoulos, Thermo King of London



“Thank you for introducing us to your Krown industrial strength rust inhibitor...I enjoyed your product so much I asked our warehouse to stock it so all our stores could benefit.”

– Ron Meunier, Q Lube



“We are very pleased with the results we are enjoying from the Krown program. We are very satisfied with the Krown product in prolonging the life of our buses...We recommend the Krown Body Maintenance Program to any company looking to maintain the appearance and extend the life expectancy of their vehicles.”

– Sean Mooney, St. John’s Transportation Commission

THE CORPORATION OF THE CITY OF LONDON



“The city has saved money in reduced body and mechanical costs, increased vehicle appearance standards and higher vehicle/equipment resale values. As an added bonus our in house technicians have indicated a greater ease in servicing our fleet due to a dramatic decrease in seized components. I have no hesitation in recommending the use of Krown Rust Control Systems to any fleet interested in reducing their maintenance costs.”

– **Joe Amaral, City of London**



BOART LONGYEAR

“In my experience, your product has proven to be an extremely effective rust inhibitor and I would definitely recommend the product based on its performance in actual work conditions.”

- **Don Cappadocia, Boart Longyear Inc.**



THE CITY OF WINDSOR
OFFICE OF THE COMMISSIONER OF WORKS

“We are a big supporter of your product. We don’t have as many wiring related problems as we used to have.”

– **M Kovacs, City of Windsor**



“Before we implemented the Krown system, repairs were costing us a great deal of money. We had to replace many wiring harnesses, in addition to the costs associated with down-time, and the labour costs involved in traveling and making repairs. These costs have now largely been eliminated. I would recommend Krown to any business endeavoring to cut costs related to rust and corrosion...It really works for us.” - **Rob Guy, United Rentals**



KEMPTVILLE TRUCK CENTRE LIMITED



“An excellent product that is competitively price and is a great asset.” – **Bill Kinnear, Kempville Truck Centre**



“Prior to the Krown Program, vehicles that were in service for five or six years showed severe signs of rust perforation due to road salt conditions. Today, vehicles that are on the Krown program with at least seven years in service and operating under the same road salt conditions, have excellent body appearance with very little or no sign of rust. Based on the service and product performance, we would recommend Krown to any fleet operation.”

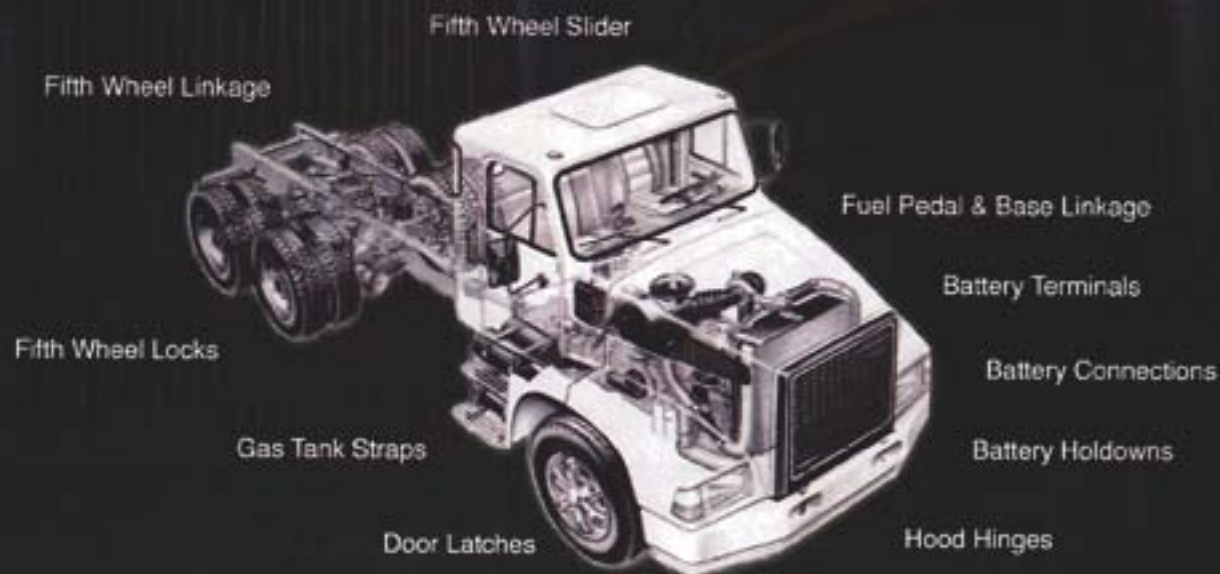
- **Alvin Boyce, City of Vaughan**

HERE'S HOW TO GET THE SAME RESULTS



MAINTENANCE PROGRAM

SCHEDULE A - BASIC



MAINTENANCE PROGRAM

SCHEDULE B - STANDARD



MAINTENANCE PROGRAM

SCHEDULE C - ADVANCED





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www.krown.com

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