

# Seek special prices, incentives when picking out 1994 pick-ups

**If it's high time to go shopping for a new truck or three, make sure you know what your dealer can offer.**

by Arthur Flax

■ Landscape managers can best take advantage of safer, more comfortable and powerful 1994 truck models if they seek out special commercial price and service incentives offered by many truck manufacturers and dealers.

Pick-up trucks are, by and large, the most popular vehicles among landscape managers, be they contractors, park supervisors or golf course superintendents.

New models for 1994 include:

- Full-size Dodge Ram. Dodge boasts that the new truck, which resembles a downsized Peterbilt, has the biggest interior, biggest cargo capacity, biggest tires, and highest torque of all full-size pick-up trucks. However, a crew cab is not available.

Engines range from a 3.9 liter V-6 with 175 hp to an 8.0 liter V-10 with 300 hp and 450 pound/feet of torque (available later this year).

- Chevrolet S-10 and similar GMC Sonoma compact pick-ups. The interior of the new trucks are three inches wider than the 1993 models, feature new trim, seats and instrument panels. Engines include a new 118 hp, 2.2 liter four-cylinder, as well as 165 and 195 hp, 4.3 liter V-6s.

- Ford Ranger Splash. Ford says this is the first compact pick-up to offer "flair-side" styling. Four-wheel drive will be offered at the start of the model year, followed by two-wheel drive versions.

- Mazda B Series compact pick-ups. These new trucks are built by Ford, alongside the Ranger pick-up, and are available with an optional 160 hp V-6. Ford and Mazda compacts compete with compact pick-ups from Chev-

rolet/GMC, Toyota, Nissan, Isuzu and Mitsubishi.

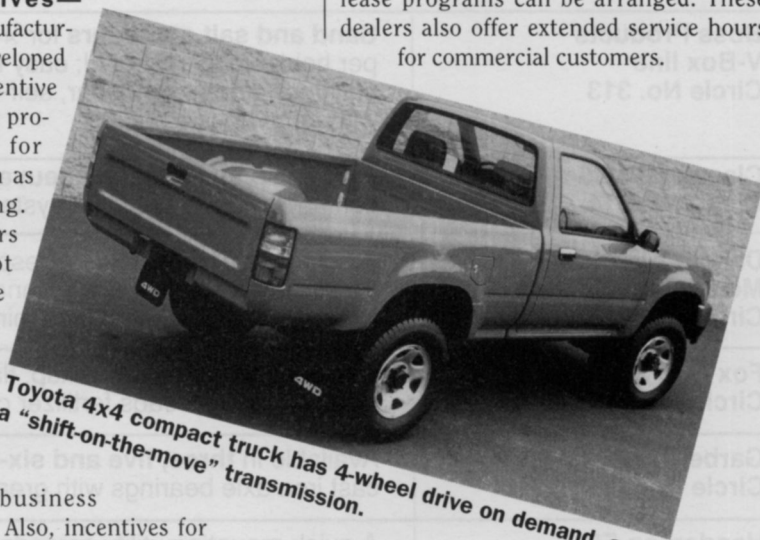
## Incentives—

Truck manufacturers have developed special incentive and service programs for trades such as landscaping. All dealers may not offer these programs, so landscapers must identify them-

selves as business customers. Also, incentives for small fleets often have short time limits, while large fleet incentives typically last throughout the model year, so judicious shopping is in order.

The Dodge Commercial Bonus Certificate Program provides qualified firms looking to purchase up to 10 trucks with a \$500

Ford Motor's "Mainstreet USA" program trains dealers to sell to smaller commercial fleets, generally (though not strictly) limited to 10 vehicles. Landscapers can choose between retail customer and fleet customer incentives to receive the best value. Special finance or lease programs can be arranged. These dealers also offer extended service hours for commercial customers.



Toyota 4x4 compact truck has 4-wheel drive on demand, and a "shift-on-the-move" transmission.

Chevrolet has recruited 500 Commercial/Specialty Vehicle (CSV) dealers to serve small fleets, purchasing up to nine vehicles. Customers can choose among retail, small or large fleet incentives. For example, Chevrolet is offering a \$500-off coupon for small businesses on 1993 model trucks, except for crew cab, Blazer and Suburban models. CSV dealers also offer special service hours, stock additional parts for commercial accounts, and may offer truck rentals.

Toyota also offers a fleet program for pick-up truck customers.

**What size is best?**—Compact pick-ups are suitable for light duty work. They can carry several mowers or a small spray tank. Most can accommodate payloads in the 1,200- to 1,500-pound range. Certain Nissan and Toyota versions offer greater payload capacities, up to one ton.



Larger, 3/4-ton trucks, like the Dodge Ram 2500 4x4, are very popular among landscapers.

rebate above any consumer rebates until the end of 1993. Landscapers can visit their dealers or call (800) 967-5726 to receive a certificate. Dodge is also encouraging its dealers to form special business arrangements to minimize service downtime.

Many landscapers, of course, choose to trailer their equipment. A compact pick-up may be sufficient to pull an equipment trailer. The new Chevrolet S-10 and Mazda B Series, for example, offer towing capacities in the three-ton range.

Towing capacities and payloads vary according to the equipment specified. Trucks with the highest payloads and towing capacities typically require an optional package that includes heavy duty power-train and suspension components.

Dodge Dakota and Toyota T100 intermediate-sized pick-ups and the so-called 1/2-ton full-sized pick-ups can carry payloads of one ton or more and are well-suited for towing equipment and light snow plowing.

Models in this class include the all-new Dodge Ram 1500, the Chevrolet C (two-wheel drive) and K (four-wheel drive) 1500 and the Ford F-150.

Truck manufacturers say the most popular pick-ups for landscapers are the larger 3/4-ton versions. These include the Dodge Ram 2500, Chevrolet C/K 2500 and Ford F-

250. A 3/4-ton pick-up can typically carry payloads of more than 3,000 pounds.

door impact protection in most 1994 model trucks and center-high-mounted stop lamps in all light trucks. Also, most pick-up trucks feature the added safety of anti-lock braking systems.

Dodge Ram and Dakota, Ford F Series and Toyota T100 pick-ups for 1994 feature air bags for the first time.

For landscapers who plow snow, the new air

bags make it essential to

specify the truck with equipment suited for snow plowing and a factory-approved snow plow. Typically offered in a package, such equipment includes heavy duty suspension, cooling system and battery, skid plates and all-terrain tires. Truck manufacturers say a four-wheel drive, 3/4-ton pick-up is a good choice for landscapers who clear large areas of snow, such as parking lots.

—Arthur Flax writes for *Automotive Performance Projects* in Southfield, Mich., a suburb of Detroit.



Toyota's 4x2 Xtracab ranks high in customer satisfaction and quality.

The largest pick-ups include the Chevrolet C/K 3500, Dodge Ram 3500 and Ford Super Duty, as well as stake body trucks built on the same large truck cab-chassis. These are best for landscapers who carry topsoil, stone or other heavy loads. Payloads of more than 5,000 pounds are available.

More features—Landscapers benefit from government rules requiring additional side

## 1994 BASE PRICES



**DODGE    CHEVY    TOYOTA    DODGE    CHEVY    TOYOTA**