

# DEALER PACKAGE

Ground Level Trailers



# THE

## Beginning Corporate Profile

Having been the original designers of the Triple L, drop-deck trailer, we became very aware of new markets and design changes that needed to be made. Many new industries were seeking us out and requesting new features. Based on the new markets and design requests, Rock Line Products developed the AIR-TOW Trailer line. The electronic components of today's equipment continue to get more complex and sensitive. As a result, the request for a smoother riding trailer became more and more frequent. We have answered these request by designing a unique air suspension not found on any other trailer.



In 1996, the present owners of Rock Line Products Inc. designed and patented a dropdeck trailer called the Triple L Trailer. "Triple L" standing for "Lower-Load-Lift".

# A NEW CONCEPT IN DEALER SUPPORT

## Presenting Our Way Of Ensuring Dealer Success

Selling Air-tow trailers can be a pleasant and exciting experience. First, because of its unique features, you will find that it won't compete with your existing products. Secondly, you'll see increased sales and profits because of the many, new markets in which you can sell. **Ground-level loading catches everyone's attention.** The deck remains level as it raises hydraulically in just 15 seconds. No more difficult tilt beds or dangerous loading ramps. Customers are sold when they see that one person can quickly and safely load all types of equipment.

Air suspension is the icing on the cake! We are the only drop-deck trailer company that offers air suspension as an upgrade. Today you will find many pieces of equipment with sensitive electronic components. Air-tow is the only trailer of its kind with fully automatic air suspension; giving a super smooth ride. With ground-level loading and air suspension, you have features to offer that no one else can match. You can now serve customers that not only drive on equipment, but those that hand load as well.

### We're committed to your success!

- Available to all dealers are sales training videos and phone sales support. Have questions you can't answer? Just give us a call!
- Marketing support is also available upon request. Rock Line's marketing department will supply any advertising designs based on supplied ad size requirements, supply photographs, sell sheets and more!
- Finally, Rock Line advertises in many national publications across the United States. Some publications include: "Contractor's Equipment", "Locksmith Ledger", "Lift Access" and more!



# Air-tow Trailers™

Product

# OFFERING

AVAILABLE

## Variety of trailer models that suit every need

The Air-tow trailers line carries unique types of trailers that no other company does. We are constantly innovating to make sure we dominate new markets and offer solutions to other industries.

### Trailer Models

- Flatbed Trailers
- Utility Trailers
- Gooseneck Trailers
- Enclosed Trailers
- Drop-Deck and Dump Trailer
- Dock Height Trailer

Air-tow trailers offers more than 20 unique features and accessories.

**All Air-tow trailers lower to ground level!**

### FLATBED



### UTILITY



### GOOSENECK



### ENCLOSED



### DOCK-HEIGHT



### DUMP



Trailers Drop

# PROFITS

GROW!

## Trailers, Parts & Accessories

The Air-tow line offers a big opportunity for you to expand into new markets and new industries, that were unattainable before. The most successful and profitable dealers use genuine Air-tow parts and accessories because they know when their customer agrees to buy the unit, that's only the beginning. There are many add-on accessories that most customers would purchase, like a battery charger, spare tire and bracket, tool box and more. We allow dealers to build profits on every deal while building higher customer satisfaction and owner loyalty.

Profits can also be maximized by servicing new and older units, while building closer customer relationships and customer referrals. Genuine Air-tow parts are also recommended when servicing a trailer, it makes the trailer's life longer and it increases your revenue in another part of the business.

