

Top Five Results of Clean Trucks



BY JACK JACKSON

There are many reasons to have a clean truck. Here is a list of the top 5 results a clean truck can do for your company.

Company image is enhanced. The public view of your company defines your professional image. Cleanliness is truly caring about the way you are portrayed on the highways, roads and even at your customers' locations. If you care about your image it is perceived that you care about your business, your employees and your customers.

Employee morale increases. Just as anyone

who washes their car feels a sense of pride, for some reason the car just drives a little better. Most feel this is the same for your employees, especially your drivers. Imagine showing up to a dirty, dusty office building every day with grime and filth. Imagine if your computer screen, your window to the world in your office, was filthy and the screen was full of dead bug parts, covered in a film of dirt. Not a good feeling to start your day. Even employees who don't drive the trucks have a sense of pride for the company when viewing crisp, clean trucks in the parking lot, ready to drive to their customers.

Vehicles last longer. Ask any mechanic or auto manufacturer and they will tell you that never washing your vehicle only leads to issues, no matter which area of the continent you live in. Salt and dust, dirt and oil not only lead to rust on the body, the inner parts of your vehicle's underside begin to feel the

lack of care as well. People respect clean vehicles and will go out of their way to make sure they take care of them. It just makes common sense.

Lowers overall cost of maintenance. As mentioned above washing adds life to a vehicle, but washing more often lowers the cost of maintenance on

brakes, body, handles and electronics - the list goes on. As for any machinery that is ignored, it breaks down sooner and costs more for replacement parts or complete vehicle replacement.

Customer Referrals. By showing you care about your staff, your vehicles and your company, this

leads to caring more for your customers. Perception is reality. Check out the largest companies in the world that have a presence with their fleets. How did they get that big and have such a great customer base? Ask yourself the question, "What do their vehicles look like?" I think you will find the

answer based on how well their image is presented to the public.

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