

## **Duke Aerial Value Proposition:**

1. **Service:** Quickest response time for equipment related issues. Our customers tell us that Duke Aerial delivers amongst the quickest response time in the industry.

2. **Experienced, Knowledgeable and Professional Employees:** Our sales and branch teams have specialist knowledge and know aerial equipment inside out. Whether it's helping a customer laser measure a job application or providing documentation and specifications, Duke Aerial takes care of these customer needs promptly every day.

Additionally, our service teams are aerial equipment trained so we can handle service issues quickly and efficiently, thus minimizing equipment downtime.

Our service techs are experts that are focused on repair of aerial equipment only. We don't have to worry about the distractions of working on non aerial equipment like tractors, skid steers, excavators, pumps, compressors, etc. Most Duke Aerial employees are long term and considered experts with aerial equipment.

3. **Safety and Training:** Aerial work platform safety is a priority at Duke Aerial. We can handle all customer safety needs for orientation and certified training directly at every branch location.

4. **Product Selection:** Duke Aerial is a full line supplier that can look after most all aerial work platform needs. We have a fleet of 3500 machines covering reach forklift, scissor lift and boom lift needs from 12ft to 150ft.

5. **Delivery:** At Duke Aerial we do whatever it takes to get the delivery done. Not only locally, but we're constantly moving fleet across our branch network to satisfy customers orders.

6. **Private – Independent Business:** Exceeding Customer Expectations is our primary objective. We continuously strive to build strong long term customer relationships. At Duke Aerial customers mean everything to us, unlike some companies where customers are merely an account number on a corporate report. Our independent nature enables Duke Aerial to be flexible and prompt with decision making that is close to the customer.

7. **Pricing:** Very competitive and fair pricing. Our streamlined business model has minimal layers which allow us to pass savings on to our customers.