



The Jeep Fire Engine, because of its size, cost and maneuverability, has opened many new markets for fire-fighting apparatus. Following consultation with many fire departments to find out what was needed in new fire-fighting apparatus, the fire engine was developed in the Jeep chassis. It gives anywhere a Jeep goes and it can deliver fire protection to areas that could never have afforded such protection in the past. This vehicle does not get clogged in water ditches and still working at the back of them more easily than other fire equipment.

While the Jeep fire engine is one of the smallest groups of standard fire apparatus in existence, its performance rivals that of equipment two or three times its size, its horsepower at its price. It matches the pickuping ability, water storage capacity (when equipped with optional tank trailer), speed and safety of larger, more expensive fire engines. This combination of selling features has made the Jeep fire engine standard fire apparatus in such countries as Colombia, the Philippines, Thailand and Indonesia. Here, even, a verbal explanation of this fire engine's performance can serve as a convincing demonstration. It is, therefore, very important to have a Jeep fire engine on the spot for demonstration and selling purposes.

# Prodcut Merchandising Manual

**D Keegan**



## **Prodcut Merchandising Manual:**

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