

Register Inside For The American Towman Exposition

# AMERICAN TOWMAN

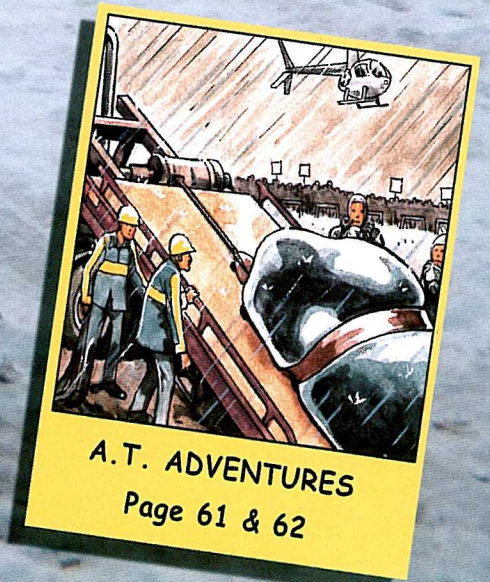
A RARE BREED

July 2005

## Winching From The Side



**Cutting Loss Leaders  
Recruiting Across Country**



**A.T. ADVENTURES**  
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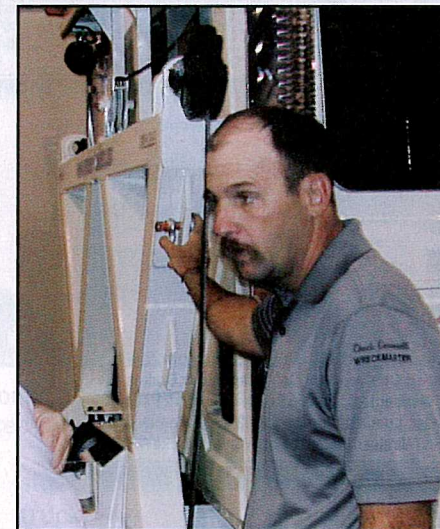
# SIDEROLLER

## AT WORK

Idaho Wrecker Sales started out in Bruneau, Idaho pop 300. I had a small farm repair shop consisting of myself and one employee. Our claim to fame was metal fabrication. People would come from around the state to have custom projects done at our shop. A towing company in Boise was having frame problems and brought its truck in to us to have the frame fixed. They had been having quite a bit of trouble in the past with parts breakage – problems that we felt should not have happened. One thing led to another and pretty soon it seemed that all we were doing was fixing tow trucks. People were driving a hundred miles or more to have us fix their tow trucks. Business was so good that we decided to become a distributor of Chevron Wreckers, and started Idaho Wrecker Sales. At Idaho Wrecker Sales we are wrecker and towing equip-

ment specialists.

You need to understand that in Bruneau Idaho, we were 25 miles from the nearest place to receive overnight UPS. Every phone call was long distance. Several towers talked me into getting a tow truck, as there was not one for 25 miles. I bought a '73 Chevy with a Holmes 440 wrecker and started towing as well as building



Chuck Ceccarelli demonstrating the SP8000 at a recent AT Expo.

and selling tow trucks. As my towing company grew we found ourselves covering a large area of police rotation, over 10,000 square miles. Can you imagine getting a police call at 3 a.m. and having to drive 90 miles one way to an accident? Both Idaho Wrecker Sales and my towing company grew and so did our need for training.



Working the SP8000™ off of the side of a wrecker in a tight space.



The SP8000™ installed on this carrier enables it to be used as a recovery vehicle. Without blocking the roadway, here the SP8000™ is working off the side of this carrier to recover a vehicle that had slid off an iced-over road into a ditch.

In 1997 I hosted my first WreckMaster Class and became infected with the recovery bug. In 1999 I was voted WreckMaster of the year and in 2001 I became a Lead Instructor. One of the many problems that our towing company faced was that the police would send us to an accident 30 miles away and tell us the vehicle was slightly off the road, so we would send a rollback. Could you imagine this, they gave us the wrong information!

We would dispatch a wrecker to assist and tie up two drivers. This became the norm and it seemed to happen over and over. I'm not sure if you can believe this, but as I traveled around the country I found that most towing companies experienced the same thing. I also found that times were changing. Quick clearance and keeping one lane of traffic open was becoming a requirement. As a business owner it made no sense to keep extra wreckers in my fleet just to be able to satisfy police calls. After all, they don't let us charge enough to have trucks laying around just in case we need them.

### Fleet Size Dilemma

This was a tough issue for me as I wanted to provide great service and stay on rotation but our car carriers were running all the time towing and my wreckers hardly ever moved except for a recovery. As a business owner I had to ask myself why would I make payments and insure a wrecker that just sits and waits for a recovery or police call. This made no sense. The other issue is that we can no longer park across the highway and recover off the back of our truck. Almost all of our work is done off the side of our trucks in order to keep one lane of traffic flowing. I had a meeting with our crew about this problem and we set down to design a solution.

### Designing The SP8000™

The first question was if you could have only one truck, what would you want? The obvious choice would be a car carrier with recovery abilities. The other question was how to more effectively recover off the

side of a wrecker without tipping the truck.

We started designing what would become the SP8000. We installed it on a customer's carrier in Idaho and a wrecker in Montana. The results were so fantastic that we decided to apply for a patent. The US patent office gave us a patent pending. Both customers loved them, and in fact each one has now had their second one installed. The SP8000™ has proven itself as a way to eliminate that second payment and insurance on that spare truck. I think too many of us were caught up in trying to have the most trucks instead of being the most profitable.

The SP8000™ (sidepuller) is a problem-solver. For example, you're dispatched to a vehicle, and upon arrival, the vehicle is 20 feet down an embankment requiring a wrecker. Installing an SP8000™ on your carrier enables you to solve any problem that comes along, from towing to recovery. With today's law enforcement requirement to keep one lane of traffic open, the SP8000™ allows you to do recoveries off the side of



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Winners and Nominees.

**Silver Level Winners**

Pinellas Auto Body, AAA Auto Club South  
40 West Auto Care & Towing, AAA Mid-Atlantic  
Jae's Towing & Recovery, AAA Ohio Auto Club  
Blackwell Brothers, Automobile Club of Southern California

**Bronze Level Winners**

Keller's Automotive Services, AAA Auto Club South  
Charlie's Marathon, AAA Miami Valley  
Custom Towing, AAA Mid-Atlantic  
Jan's Towing Inc., Automobile Club of Southern California

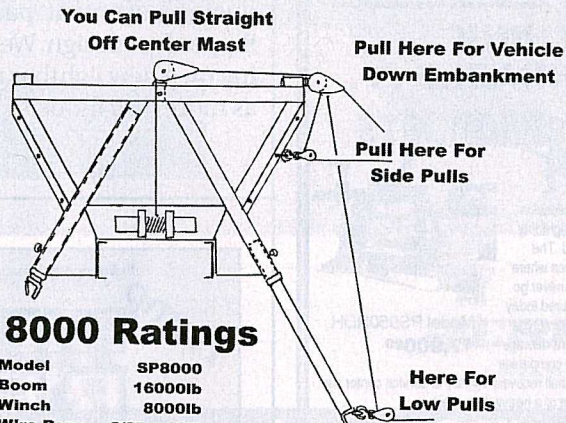
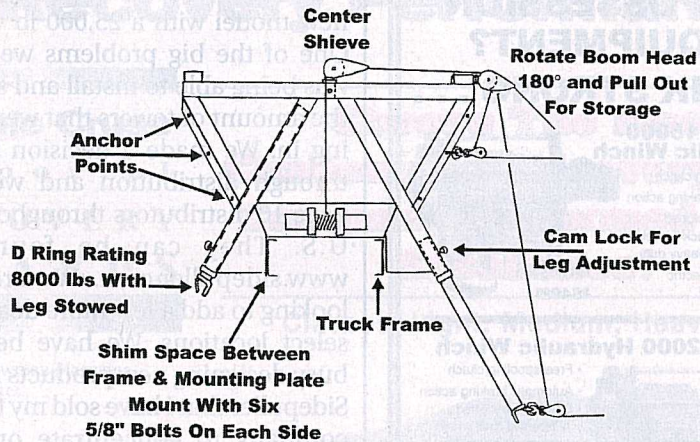
**Nominees**

Don's Car Care, AAA Allied Group  
Padgett & Sons Auto Sales Inc., AAA Allied Group  
Smith's High Tech Automotive, AAA Allied Group/Kentucky  
Eddie's Towing, AAA Arizona  
Hayden Towing, AAA Arizona  
A-1 Lock & Key, AAA Auto Club South  
Bob's Towing, AAA Auto Club South  
Broward Lock & Safe, AAA Auto Club South  
Daiss Service Center, AAA Auto Club South  
George & Son's Car Care, AAA Auto Club South  
Heart of Georgia Towing, AAA Auto Club South  
Jatco Service Center, AAA Auto Club South  
Jumpstarters, AAA Auto Club South  
Larsen's Towing, AAA Auto Club South  
Lockman, AAA Auto Club South  
Madison Car Care, AAA Auto Club South  
Miranda's Towing, AAA Auto Club South  
Mobile Battery Service, Inc., AAA Auto Club South  
Oviedo Road & Wrecker Service, AAA Auto Club South  
Rick's Lock & Key, AAA Auto Club South  
Superior Towing, AAA Auto Club South  
Sam's Towing, AAA Auto Club South  
The Roadside Assistance Co., AAA Auto Club South  
Adam's Towing, AAA Carolinas  
East Gate BP, AAA Carolinas  
Key Man, Inc., AAA Carolinas  
Oleander Exxon, AAA Carolinas  
Al's Sunoco, AAA Mid-Atlantic  
Rossnagle's Service Center, AAA Mid-Atlantic  
Richard's Auto Repair & Towing, AAA Minnesota/Iowa  
Stillwater Towing, AAA Minnesota/Iowa  
All Rite Towing & Repair, AAA New Mexico  
G/J Towing, AAA Southern New England  
Barry's Automotive & Wrecker Service Inc., AAA Texas  
Bosone Wrecker Service, Inc., AAA Texas  
Home Motors Inc., AAA Texas  
Narrows Towing, AAA Washington/Inland  
Doc Hook Towing, AAA Western & Central New York  
Griff's Auto Service, AAA Western & Central New York  
Ridgeway Sunoco, AAA Western & Central New York  
Conlon Automotive, Automobile Club of New York  
H.B. Trucking, Automobile Club of New York  
North Shore Auto & Towing, Automobile Club of New York  
One Stop Shell, Automobile Club of New York  
Aliso Viejo Towing & Recovery, Automobile Club of Southern California  
Bob Holzer Towing & Storage, Automobile Club of Southern California  
C&D Towing Specialist, Automobile Club of Southern California  
H.A.R. Transport & Towing, Automobile Club of Southern California  
Mandic Motors, Automobile Club of Southern California  
Ron Neeley Towing, Automobile Club of Southern California  
B&J Towing, California State Automobile Association  
Haidlen Ford, California State Automobile Association  
Lugo's Towing, California State Automobile Association  
Plaza Service Center, Connecticut Motor Club

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Silver Sponsor



**SP 8000 Ratings**

Model	SP8000
Boom	16000lb
Winch	8000lb
Wire Rope	3/8" x 100'
Boom Head Rating	8,000 lbs
Structural Ratings Only Not Vehicle Capacity	

the truck without blocking the roadway.

This unit allows you to turn your new or used carrier into a recovery truck and decrease your fleet expense. Use one truck for towing and recovery. The SP8000™ can be installed on existing carriers or wreckers. You will need a minimum of 7 inches between the cab and body to install. Also offered is a wireless remote control system for the winch. The total unit weighs 700 lbs., adding more front axle weight to your tow truck.

The orders for the SP8000™ keep coming in. Customers are still calling us every day with a success story. Several customers have installed the SP8000™ on wreckers and absolutely

love it. They now have unbelievable side pulling abilities; they can do recoveries off the side with little or no lane blockage, so law enforcement just loves to see them.

Many people have said since owning a SP8000™ they were able to sell that extra truck that was just sitting as a spare. The insurance savings alone will almost cover the initial purchase price of the SP8000™. Many states that require a wrecker show up on all police calls are now accepting the SP8000™ on a carrier as a wrecker substitute. Some leaders in the industries have said the SP8000 is as significant a contribution to the towing industries as the wheel lift was.