



TRUE STORIES FROM THE DOOSAN FILES:



WHO: Gibson Machinery/Velotta Company
WHAT: Skeptic Turns into a Loyal Customer
WHEN: 2008
WHERE: Sharon City, Ohio

A SKEPTIC BECOMES A BELIEVER.

Usually, it's equipment salesmen that make the sales pitch. But in the case of Bill Himmelwright and a Doosan DX340LC, the machine did all the talking.

Himmelwright is the equipment manager for Velotta Company in Sharon City, OH. They're one of the state's largest equipment companies, and price used to figure very heavily on whether they bought a used machine. But it was proving to be a bad strategy.

"In the past, we experienced a lot of breakdowns with used equipment, but I was looking beyond the price this time," says Himmelwright. "I needed to feel confident in the people and service that the dealership would offer, and how they would support our investment."



At first, Doosan wasn't even on his radar. Himmelwright freely admits he wasn't sure of Doosan's quality and performance when compared to well-known competitors like CAT® and John Deere®. "I have to say, at first, the company and equipment were big unknowns, but I was attracted to Doosan's excellent warranty on product power train and undercarriage," says Himmelwright.

Despite Himmelwright's initial skepticism, Michael Camp of Gibson Machinery, Doosan's dealer in Oakwood Village, OH, knew that the Doosan DX340LC would speak for itself and impress Himmelwright—if it got the chance. "I always like to tell people that the best assurance they can get is to jump up into the operator's seat and let the machine do the talking," says Camp.

So Himmelwright decided to take Camp at his word and put the Doosan DX340LC to the test, placing Velotta's equipment operators, field personnel, and service and shop employees in the driver's seat. "The feedback from our team was unanimous," says Himmelwright. "The machine is operating better than others. It's quieter, more efficient, better on fuel, more comfortable." To say the least, Himmelwright and his team were impressed with what the equipment had to say.

Himmelwright bought the excavator and today, Velotta's new Doosan DX340LC is hard at work on a bridge construction project in Princeton, WV. Every day, it's living up to the expectations as a powerful replacement for their old CAT excavator. And as far as we're concerned, that's enough said.

Doosan. The closer you look, the better we get.

BUILT FOR | Easy Maintenance | Durability | Fuel Efficiency | Comfort

