

# 1 Power & Strength

## DEMO TIPS



### 1. Powertrain

The John Deere 2.4L industrial engine has larger, more robust components for twice the lifespan of competitor offerings. The transmission is also a truly industrial solution, with its robust cast-iron housing and high-temperature seals and O-rings.

#### Point out:

- Robust engine block (designed to handle diesel combustion forces) that extends engine life.
- Large cast-iron head resists warping under heat. Warping (which is common with competitors' aluminum heads) can cause gaskets to leak and lead to loss of coolant or engine power.
- Oil cooler and 8 quart oil capacity help extend oil change intervals and lower stress on engine components.
- Easily accessible oil filter has more filter element (thanks to its larger overall size), which contributes to extended oil change intervals.
- Poly V Belt with autotensioner stays in line and adjusts itself. There's no need to manually adjust engine components to maintain tension, as is required every 250 hours on competitor trucks.
- Internally balanced shafts reduce vibration, which improves operator comfort and reduces stress on components.
- **Demo** reduced engine vibration by placing a cup of water on the engine and then starting it. Compare this to competitors' engine vibration.

**This powerhouse will supply more torque where you need it. A 12% increase in low-end torque will maximize your performance and provide the means to:**

- Accelerate faster with a load,
- Outperform the competitors on a ramp with a load,
- Pull out of potholes or negotiate obstacles.
- **Demo** the C-5's power by showing the forklift (tractor) pull video.

#### Discuss Productivity and Economy modes:

- Productivity mode offers industry-leading performance.
- Economy mode offers the same fuel economy and performance as the leading competitor truck.
- **Demo** how to change between Productivity and Economy modes.

### 2. Optional Crown Power Brake

The optional Crown Power Brake delivers durability and performance advantages that virtually eliminate brake maintenance.

The Crown Power Brake offers:

- 3x the lifespan of standard drum brakes.
- More friction material than typical drum brakes.
- Show a picture of the friction disc to highlight increased pad surface area on both sides of the disc.
- One-touch park brake activation for rapid entry/exit, plus the safety advantages resulting from increased brake usage. **Demo** the park brake switch location and low activation effort.
- **Demo** the low pedal force required by asking prospective customers to brake on the C-5 and competitor trucks.

### 3. Standard Cooling System Features

The C-5 standard cooling system offers superior protection from heat with the Dual Open-Core Radiator and other features that maximize airflow to the radiator.

**Point out:**

- Dual Open-Core Radiator has separate cooling for the engine and transmission.
- Show the larger fin openings that help keep dirt and debris from clogging the radiator.
- A debris grill keeps large paper and plastic wrap from reaching the radiator.
- The ten-blade fan pushes more air to the radiator.
- Custom venturi shroud surrounds the fan and directs airflow throughout the entire radiator surface.
- Recirculation shield surrounds the radiator and prevents air from reentering the radiator.

### 4. Revolutionary Optional On-Demand Cooling

Optional On-Demand Cooling (ODC) helps C-5 users beat the heat by relocating the fan to the back of the truck and controlling it independently (fan is not controlled by the engine). ODC delivers precise cooling by adjusting the fan speed to match the engine's cooling needs. A radiator clearing feature automatically blows out the radiator every time you start the truck.

**Point out:**

- The fan is not connected to the engine (and is independently controlled).
- **Demo** how easily the screen is removed.
- The fan and hydraulic motor are located behind the counterweight, rather than between the engine and radiator.
- **Demo** ODC by holding a piece of paper up to the rear of the counterweight opening. Have someone start the engine and watch the paper flow toward the truck, illustrating the radiator clearing flow. Then watch the paper reverse direction when the system changes to cooling mode.

**!** *You can always tell an ODC truck by the presence of the louvers on the counterweight opening.*

### 5. Strength in Steel

The C-5 Series is built with long-term durability in mind. From years of hands-on experience, Crown knows that truck design, strength and dependability all contribute to the operator's command of every situation.

**Point out:**

- The ¾" steel plate that runs the entire length of the truck frame,
- The heavy-duty frame cross member,
- The thick steel on the steer axle frame,
- The 2" diameter cylinder rod used in the steer axle, and
- The I-beam construction of the mast.