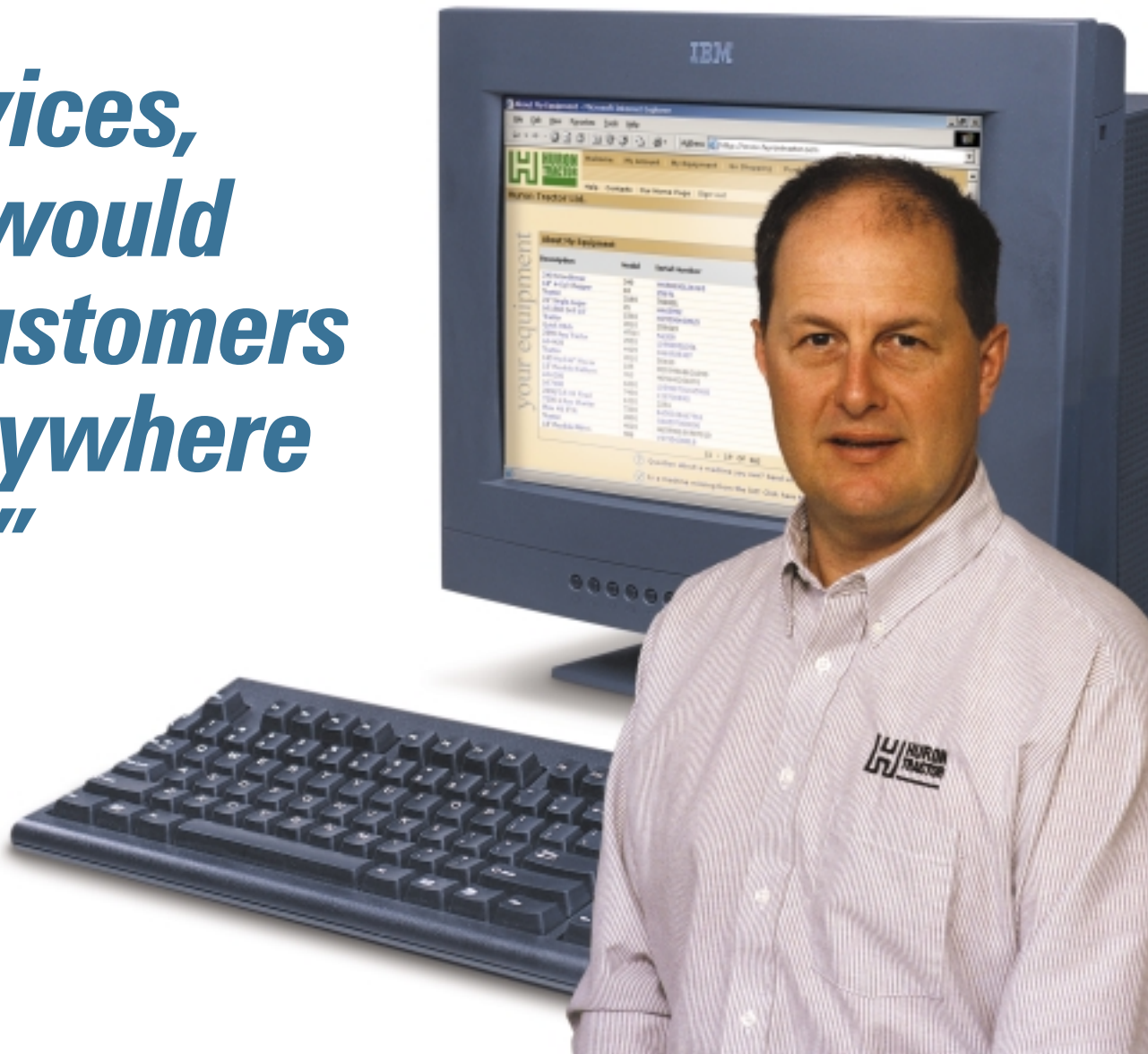


"With eServices, why would my customers go anywhere else?"

John Rudderham
Partner – Huron Tractor



John Rudderham knows that value keeps customers coming back.

John's customers at Huron Tractor need more from him than just equipment. Sometimes they need to order parts for tomorrow morning and sometimes they need copies of their invoices *now*. And they always need to see value in doing business with the dealership.

Huron Tractor provides that value day or night with the Internet and PFW's eServices software. Customers have secure access to complete account information and owned equipment details, as well as the ability to schedule service, order parts and more.

"When we offer online services through our eServices site and hold ourselves accountable with readily-available information, we continue to nurture and add value to our long-term relationship with our customers — which ultimately brings them back again and again," John says.

eServices is a comprehensive, secure and totally integrated suite of e-business applications designed to allow dealerships to extend their services to their customers over the Internet. To learn more about eServices, Management Central and the PFW Dealership Management System, visit www.pfw.com.



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engage / extend / empower eServices: increasing customer satisfaction