

PFW: the only *real* choice



“PFW is committed to dealers. That’s what impressed us when we chose them back in 1995.”

Bob Vohl
General Manager
Lewis Equipment Co.
Lewis International Inc.

The development of a relevant and effective Dealer Business System requires a thorough understanding of dealerships. Many companies have attempted to produce revolutionary software without a full awareness of what dealers require, with less than satisfactory results.

In 1995, when Lewis Equipment was looking for a system, they wanted a highly functional and innovative product that met their needs. After visiting dealers using the PFW system, it was apparent to Lewis that PFW’s extensive industry experience and knowledge assured them PFW was the only *real* choice.

“We learned many years ago that it was the software, rather than the hardware, that was the driving force in our decision in choosing a management system. Whether it is PFW’s improvements in the existing software, or their introduction of new ‘cutting-edge’ systems, it is all done with the equipment dealer—and the dealer’s customers—in mind.”

For over 25 years, PFW’s development, delivery, and support of our dealership management software has been based on a commitment to dealers. That’s why Lewis Equipment has trusted PFW for their business system requirements for nearly a decade.

Make the choice to find out more about PFW and our products and services. Call us today at **(519) 474-3300**, ext. 230, or visit **www.pfw.com**.

Software designed *for* dealers, *by* dealers.

