



Lusty EMS
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A New Dawn in the West for Lusty EMS

As part of its commitment to provide the best possible sales and service support to its West Australian customers, Lusty EMS has appointed Park Motor Body Builders as its exclusive distributor for Australia's largest state.

Based in Bassendean, Park Motor Body Builders has been servicing the needs of operators in the West for more than 30 years and dealer principal David DiNella attributes their success to building strong and lifelong customer relationships.

He revealed, *"Quite simply, our company's growth and success has been firmly based on an ability to provide prompt, professional and reliable service to all our customers, irrespective of whether they're buying or looking for added support for their purchase."*

Park Motor Body Builders was started in 1975 by David's father Nick DiNella, who at the time had just spent 15 years with Freighter. His sons David and Daniel started in the business in 1987 and 1996 respectively and today, David oversees the business as Managing Director and Daniel who is also a director, is heavily involved in new sales.

Indeed their dedication to service and the provision of the latest trailer technology to their customers played a role in them winning the coveted Lusty EMS agency.

National Sales Manager for Lusty EMS, Rick Child, noted important similarities in customer service values between his company and Park Motor Body Builders, which gave him confidence that this partnership will be successful and help all operators and fleets seeking to improve their operating efficiency.

"At Lusty EMS, we take a genuine interest in our customer's businesses. We listen and learn all we can about them and then, together, we build a solution that will meet all their requirements. David and his team have built their business around a similar philosophy and it's this teamwork mentality that will allow us to prosper in both good and challenging times and especially in a large geographic area such as Western Australia."

Lusty EMS specialises in premium quality aluminium and steel semi trailers including Semi-Tippers, Stag B-Doubles, Moving Floors, Multi Loaders, Body and Dog and other specialised equipment.

Every Lusty EMS trailer is built to the highest possible standards of craftsmanship, using the very best materials and market leading engineering and fabrication techniques.

This expertise, combined with the dedication of Park Motor Body Builders, ensures customers will receive a trailer that has an unmatched pedigree of quality, durability and excellent resale value.

Lusty EMS trailers have been sold in Western Australia for more than four years, with some major contracts including the sale of Moving Floor units to Mead Transport at Boyup Brook for woodchip transfer.

Conveniently located at 17 Jackson Street, a "road train access approved" road in Bassendean, Park Motor Body Builders provides customers an online "Build My Body" service whereby operators can design their own vehicle body using the company's online quote builder. A sales representative will generally respond to the enquiry within 24 hours.

In addition, their facility also provides service and repairs, including sand blasting and painting, for all trailer makes as well as operating a mobile repair and service van. Completing their all-round offering is a parts and accessories department to help operators source most common components for their equipment.

Park Motor Body Builders also stocks new and used transport equipment and bodies which are available for immediate delivery and can be customised to suit most applications. Telephone and email enquiries can be directed to (08) 9378 0600 or info@parkbodybuilders.com.au.

Further information on Lusty EMS and its national dealer network can be viewed at www.lustyems.com.au.

Image overleaf ->



ABOVE: The ability to provide prompt, professional and reliable service has seen Park Motor Body Builders awarded the agreement to distribute Lusty EMS equipment in WA.

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