



7E Sales, LLC

How the OTR Reset Tool works for 7E Sales operation.

Background

7E Sales, LLC is a used semi-truck dealership. The business has grown over the last seven years to provide a full spectrum of services that include: wholesale and retail used truck sales, full service and parts department, detail shop, body shop and a wreck-er/drive away service.



Steve Sevigny has been involved with trucks and heavy-duty equipment since he was 8 years old. He started working in his family's truck repair shop, Sevigny Automotive, in Wayland, MI. After graduating high school, Steve started Forever Young Auto and Truck Reconditioning. There, he detailed trucks for the dealers and fleets in the West Michigan area. After 3 years in business, Steve was offered a used truck sales opportunity with M&K Quality Truck Sales.



Steve excelled as a 21-year-old retail salesman and went on to work for Freightliner of Grand Rapids and Duthler Truck Center. In 2004, Steve and his co-worker, decided to take a leap of faith and start their own dealership in Grand Rapids, MI. They started Grand Rapids Truck Center, LLC and grew the business with adding locations in Springfield, MO and Newnan, GA, along with a trucking company, S&S Transportation. In 2012, Steve sold his portions of the various businesses and decided to stay in Georgia and start 7E Sales, LLC with his wife, Holli.



**CUSTOMER
SUCCESS**

Company:

7E Sales, LLC

No. of Trucks:

100 retail trucks + repair

Reset Tool Used:

Cummins, Volvo & Mack,
Paccar MX, Detroit Diesel



"We trust OTR because their products work. It is that simple. There is no guessing and we know they have been fully tested and they stand behind their products 100%."

7E Sales, LLC. current operations

- They have on average 100 retail trucks in their lot.
- They operate out of an office building that is approximately 5000 square feet.
- Their service shop has five bays with a mechanic in each bay along with a service manager and parts counter.
- In March 2019, 7E Sales, LLC. expanded an additional building with nine bays for quick serve, diagnostic and service shop.
- Their detail and paint shop have four bays.



otr performance CUSTOMER SUCCESS

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Fun fact about Steve:

In 2018, the owner, Steve Sevigny, was nominated for Used Truck Association (UTA) Individual Member of the Year Award.

The Problem

Before OTR Performance's OTR Reset Tools, if there was a truck that that broke down, 7E Sales, LLC. would have to pay wrecker fees that would cost around \$700 per truck. The only other option would be to leave the equipment and personal on the side of the road until they could get maintenance out to fix it. Unfortunately, the time it took to coordinate this and bring out assistance slowed down operations; and the safety of the personnel stranded on the side of the road is also always a major concern.

The Solution

The OTR Reset Tool has saved 7E Sales, LLC. thousands of dollars from having wrecker or tow fees. Their drivers frequently provide feedback about how user friendly the product is. The directions are simple to follow, which allows their drivers to be self-reliant and get the truck to a repair shop in minimal time.

The Results

The OTR Reset Tool has been a tremendous help for the transportation in their organization. When they purchase a truck, they send drivers to pick it up and transport it back to their facility. If the truck has issues and shuts down, they can use the OTR Reset Tool to get their equipment and personnel off the shoulder of the road. By having the ability to transport the truck in minimal time from the side of the road to a repair shop, it lowers the chances of having any collisions, injuries, or damages, which could create even more costs. By getting their equipment to a qualified repair shop, versus the time to wait on a wrecker, it allows the drivers to get back on the road safely to reach their destination. Furthermore, each driver at 7E Sales, LLC. is required to carry the OTR Reset Tool during transportation.

"The OTR reset tools are great. They enable our drivers and customers to clear phantom codes and force regens, which enables them to get their trucks into the shop in the event of a breakdown on their schedule. It allows them to finish that delivery first, which is the important thing."

-Steve, the co-founder of 7E Sales, LLC