

Why Ultimate Toys?

All Ultimate Toys Sprinters are custom-built by Midwest Automotive—the top-of-the-line manufacturer in the industry known for quality, service and reputation. From hand-crafted woodwork to hand-sewn interiors, our unique floor plans are built exclusively for Ultimate Toys and are not available anywhere else in the market.

We can have anything custom-built to fit any need.

Ultimate Toys Advantage:

**FREE
NATIONWIDE
DELIVERY!**
(most states)

- Wholesale pricing
- 2019s in stock
- FREE \$6,000 worth of extras! (if applicable)
 - Blu-ray DVD player
 - Upgraded suspension
 - Swivel front seats (Super Sprinter only)
 - Upgraded inverter
 - Trailer hitch
 - Outdoor shower (Super Sprinter only)
 - Mercedes-Benz enhanced safety package
- Exclusive and all-inclusive Service/Referral Program (includes tires, oil changes, all maintenance)
 - Low monthly payments
 - Up to 20-year financing with as little as 10% down
 - One-day financing approval
 - Nationwide warranty service (huge!)
 - 3-year warranty
- Holds highest resale value in the market (ask why)



Call today (513) 770-1665



www.UltimateToys.com

EXCLUSIVE: Now you can own your own Sprinter and be included in our National Rental Program. Enjoy your Sprinter for personal or business use and rent it out when not using it. Take advantage of our national insurance program, lead generation and expertise in helping you build business in your local market. Renting it out just a few days a month could help pay for it. Make it a hobby, full or part-time business. Rent it out as much or as little as you want – it's up to you. Call for details.



Sprinter MARKET UPDATE

Manufactured vs Conversion:

The #1 Mistake Buyers Make

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Do Your Homework!

When it comes to researching and evaluating the purchase of a Mercedes-Benz Sprinter, you'll find a lot of confusing and misleading information out there. With an overwhelming number of choices—from colors and finishes to options and amenities—due diligence can be very time-consuming and it's easy to become frustrated. Let's take a closer look into one of the most important yet misunderstood areas when Sprinter shopping; the difference between a conversion company and a manufacturer. Once you understand this difference, you can save a great deal of time, money and disappointment down the road.

According to our research, only a few companies that transform Sprinters into luxury vehicles actually qualify as a licensed manufacturer. Why does this matter? Most people don't realize there is a big difference between a manufacturer and a conversion

company until it's too late. For example, a conversion company will typically begin with a brand new and completely finished Sprinter they've purchased from a local Mercedes-Benz dealership. In most cases, by the time the conversion company has modified the intricate electrical and mechanical



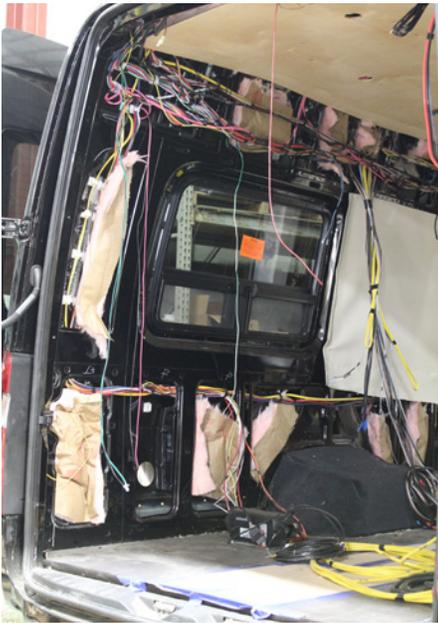
systems and retrofitted the rest of the vehicle, the entire Mercedes-Benz warranty has inadvertently been voided without the buyer's knowledge. Most Sprinter conversion buyers just assume the Mercedes-Benz warranty is still valid when they purchase their Sprinter. This can mean a nasty surprise for the owner later on when costly repairs and maintenance are needed.

Another thing to consider when purchasing a Sprinter from a conversion company is resale value. This can be a real shock for an owner when it comes time to sell. Because the National Automobile Dealers Association (NADA) does not recognize conversion companies as manufacturers, most banks are unable to authenticate the value or quality of the upgrades that have been made to what is essentially considered the chassis of a "work truck." For this reason, most banks, and therefore potential buyers, heavily discount the cost of the upgrades at the time of resale. Ouch.

Dare to Compare

Now, let's compare a conversion company to a manufacturer like Midwest Automotive—one of the very few manufacturers licensed by the government and recognized by Mercedes-Benz. Midwest is owned by REV Group, a \$2+ billion publicly traded company with a prized reputation and

is one of the largest manufacturers of its kind. When a buyer chooses a Midwest Sprinter, they're actually purchasing a Mercedes-Benz Sprinter "shell" which is then built to exact specifications outlined by Midwest from the chassis on up. In fact, the work Midwest does is so extensive that by the time work is completed, nearly every-



thing about the Sprinter will have changed. From the actual vehicle weight to the intricate electrical system, wiring and components to the mechanical systems, it's now an entirely different and improved vehicle. In fact, the Sprinter is so different, it must then be sent back to Mercedes-Benz for the vehicle's computerized "brain" to be completely reprogrammed before it can be sold.

Buyer Beware

To sum it all up, when you are shopping for a Sprinter, it's truly a buyer beware situation where you could end up with a vehicle that has a shockingly low resale value and no warranty.

If you are seriously thinking about a Sprinter and do your research, you will likely see the best choice is to purchase a Sprinter that's built by a manufacturer similar

to Midwest. You will appreciate the exceptional quality—from the beautiful custom woodwork to the hand-crafted interior. This quality, combined with the many advantages of being backed by a national service network, makes a tremendous difference when compared to purchasing from a Sprinter conversion company.

- S. Cunningham is a freelance writer for *Sprinter Market Update*

Sources:

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