



**Tom Feverston**  
Demountable Director of Sales

Stellar Industries, Inc.  
Garner, Iowa

“Stellar is a premium brand, and our distribution is also premium. Sharing our product specs with our distributors through the TruckScience program means they can do an accurate layout for every truck they sell.

Customers know they are getting a product that will meet and exceed their needs with facts. This builds trust.”

In 1990, Stellar Industries, Inc., was established as the first U.S. corporation to design and manufacture a domestic hydraulic hooklift hoist. The company now employs 700 people, manufacturing mechanic trucks, mechanic cranes, tire trucks, tire handling equipment, hooklifts and container carriers.



## Before TruckScience

As Demountable Director of Sales, Tom Feverston is passionate about keeping customers happy. He wants to make sure that his sales team and distributors have the tools they need to sell Stellar Industries products with accuracy.

Before TruckScience, Tom relied on Stellar’s internal Engineering team for weight distribution calculations. This was a cause of frustration for both Engineering and Sales, as Sales requests took time to fulfill, and Engineering had to divert focus from product development to assist.



## Implementing TruckScience

“There’s a fine line between too little and too much detail, but TruckScience really focuses on what matters.

The user interface is very intuitive, so the program is user-friendly for engineers and non-engineers alike. Even less-experienced truck equipment personnel on our Sales and Production teams have found it easy to get up to speed.

When we made suggestions about what would make the tool even more useful, the changes were implemented. Overall, support from TruckScience has been excellent.

The calculations are accurate, and usually take less than 10 minutes now!”



## Impact of TruckScience

“When customers are looking for trucks, we need to react quickly to their inquiries, so we can stop them from looking any further, and ultimately get the sale.

In the past, it would take hours or days to get an answer to a question like, ‘How would a 14-ft can compare to a 16-ft can on this truck?’ It takes seconds now!

Being able to not only show why something will not work, but point to what will work, demonstrates exceptional professionalism.

This program is indispensable in our business now.”



## Favorite Feature

“Being able to test alternative configurations is super powerful. I’m asked, “What will a drop axle buy me in extra capacity? Is adding an axle going to be worth the money?’ With the built-in compliance checks against Federal and State law, I can answer, ‘In some states, Yes. In some states, No.’ I can back up my answer with a professional report, which they can use to make an informed decision.”