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June 12, 2019

Mr. Ken Rice, President
Piedmont Truck Tires
P.O. Box 18228
Greensboro, NC 27419

Dear Mr. Rice,

I own and operate a large casket company in Raleigh and have been a customer of your firm for several months. During this time, we have been satisfied with the level of service received until now.

We are changing our opinion from satisfied to *amazed* due to the actions of one of your employees, Mr. Ken Leute.

In the death care business, you only get one chance to do things right, so the on-time delivery of a casket is ultra-important. We can't afford to let the funeral home down due to a problem in the delivery process with one of our trucks in the fleet. When I called our service contact representative at your firm, Mr. Rick Nilles, to ask for help for one of our vehicles, he said he would dispatch someone who is the best at what he does.

And Rick did send the right person!

Ken arrived ahead of time, identified the electrical problem in our truck's rear lift system and did a temporary 'fix', until he could order and install a new circuit board. The amazing part of this already great service was that Ken started and finished during a torrential downpour of rain which left him soaking wet – but never complained about it. Talk about customer service!

In today's marketplace things like this just don't happen much anymore. Our congratulations to you and your company for finding folks like Ken and Rick. They still know the real meaning of service.

Yours truly,

A handwritten signature in black ink, appearing to read "Bill W. Forsberg".

Bill W. Forsberg