



www.edmurdocksuperstores.com



PRO



RAM

Spring, 2024



DEALER INFORMATION GUIDE & 2024 COMMERCIAL FLEET

More of the top industries that rely on heavy-duty trucks to get the job done choose Ford and Ram over any other competitor.



Nationwide Delivery
1-800-453-3433



DRIVING BUSINESS SOLUTIONS,
NATIONWIDE!

30 YEARS OF EXCELLENCE

Welcome to Ed Murdock Superstores, the Southeast's premier dealership for Commercial Ford and Ram vehicles. Embodying the integrity and commitment instilled by our founding family, we specialize in meeting the unique needs of commercial business owners.

Situated in Lavonia, just off I-85, we're a prime destination for clients across the Southeast, including Alabama, South Carolina, North Carolina, Tennessee, and Florida. Our dealership stands out with the largest inventory of commercial trucks and vans in Northeast GA, featuring an extensive selection of work trucks, cargo vans, flatbeds, and more.

Our experienced team offers unmatched industry knowledge, guiding customers through a seamless purchase process. We understand the importance of reliable and efficient service, which is why we offer nationwide delivery options for your convenience.

Choose Ed Murdock Superstores for unparalleled expertise, a vast selection of commercial vehicles, and a commitment to customer satisfaction that spans the nation. Visit us today and experience the exceptional service that defines our family-owned dealership

OUR PARTNERSHIPS

Partnerships with reputable automotive brands and local service providers ensure a diverse range of quality offerings for customers, fostering trust and reliability in their business. These collaborations strengthen their market presence, driving growth through mutual support and shared expertise.



"We've significantly grown our partnership Ed Murdock Superstores in the last few years, and they've demonstrated an exceptional knack for commercial truck sales resulting in achieving outstanding growth in this highly competitive market. Our partnership and collaboration with Ed Murdock Superstores has been a key driver of this success. Working hand in hand, we've been able to deliver Commercial trucks too many end users, and setting new standards for excellence in the industry."

— Ryan P. Schroeder
Vice President Knapheide Truck Equipment Company



Our mission as utility truck body manufacturers is to develop service bodies that work as hard as you do. We strive to earn our customers' long-term loyalty delivering more than promised, being honest and fair, and "going the extra mile" to provide exceptional personalized service.

A Commitment to Quality and Service At Royal Truck Body our goal is to ensure our customers receive a durable product and a consistently high level of service. Our utility truck body manufacturers will deliver the right product to the right place at the right time – for the right price. That is our promise to you.

Let's get to work.
You don't have any time to waste. You've got a list of projects and deadlines that aren't going to move. As a leading service truck body manufacturer, Royal Truck Body will make sure you get exactly what you need when you want it. We won't waste one minute of your valuable time. Please give us a call or stop by your local Royal dealer. We can't wait to support you and your business.



SMYRNA TRUCK

Our mission is to revolutionize utility truck bodies to match your dedication. We're committed to earning your loyalty through honest, fair practices and delivering beyond expectations. At Smyrna, quality and service excellence define us. Our utility truck body manufacturers ensure durability, timely deliveries, and the right pricing. As a premier service truck body manufacturer, we respect your time constraints, promising not to waste a single minute. Whether by a call or visit to your local Smyrna dealer, we're ready to provide the exceptional personalized service your business deserves. Let's build success together, swiftly and efficiently.



About Ford Pro™ A Productivity Accelerator for Your Business

We created Ford Pro™ for one simple reason: to be your single trusted partner no matter the size of your business or fleet. With best-in-class vehicles, software, charging, service, and financing, see how we're able to leverage our extensive commercial vehicle experience and our 100-year history to help boost your productivity.



About RAM™ BusinessLink Empowering Your Business

Join the Ram Commercial Trucks family and elevate your business to new heights with our BusinessLink program. BusinessLink is more than a service; it's a partnership committed to boosting your business. With a swift enrollment process, you'll soon enjoy a host of premium services tailored to meet the demands of your enterprise.

ED MURDOCK SUPERSTORES
A Legacy of Excellence in Commercial Vehicle Solutions

Welcome to Ed Murdock Superstores, established by our father, Ed Murdock, in 1987. What began as a dedicated Ford and Ram truck dealership has now flourished into the largest Ford and Ram mechanical truck provider on the East Coast. Specializing in commercial trucks and vans, we offer turnkey solutions that serve both small and large companies, with a reach extending locally and nationwide.

Nationwide Delivery and Personalized Service
Our nationwide delivery service ensures that no matter where your business is located in the U.S., you have access to top-quality commercial vehicles, ready to drive your business forward from day one. At Ed Murdock Superstores, we combine the reach of a large dealership with the personalized service of a family-owned business.

Diverse Mechanical Truck Solutions
Our Mechanical Truck Sales department showcases a range of crane solutions from 2,000lbs to 10,000lbs,

featuring brands like Knapheide, Steeler, PalFinger, Liftmoore, and Venturo. We offer the perfect fit for every mechanical truck body requirement, ensuring we have the right solution for your specific needs.

Upholding Our Father's Legacy
Now in the hands of the second generation, we, the sons of Ed Murdock, are committed to continuing the legacy our father started. Every aspect of our business reflects the values and dedication to excellence that our father, Ed Murdock, established. We strive to make our dad proud, especially as we expand into the commercial truck industry.

Join Our Extended Family
We invite you to experience the difference at Ed Murdock Superstores. Here, you're not just a customer; you're part of a family that values hard work, dedication, and the spirit of American entrepreneurship. Join us in continuing a legacy that's been over 30 years in the making.

ED MURDOCK SUPERSTORES SERVICE DEPARTMENT
Maximizing Uptime, Ensuring Excellence


At Ed Murdock Superstores' service department, we understand the crucial role of keeping your commercial vehicles on the road. Our 40-bay facility, staffed with expert technicians, ensures quick, efficient, and high-quality service.

Forward-Thinking Technicians
Our forward-thinking technicians receive ongoing training in the latest automotive technologies, a legacy of excellence initiated by our father, Ed Murdock.



Focused on Uptime
We prioritize uptime, aiming for effective and efficient service to get your vehicle back on the road promptly. Choose us for a service that comprehends the importance of keeping your fleet operational and profitable, helping your business thrive continuously.

Your Business Success is Our Goal
Choose Ed Murdock Superstores for service that understands the importance of keeping your fleet operational and profitable. Trust us to maintain and care for your commercial vehicles, helping your business to thrive continuously.



NOW OFFERING MOBILE SERVICE!

1-888-2627458

Ed Murdock Superstores introduces a game-changing mobile service, offering on-the-go convenience with vehicle maintenance and repairs brought directly to you. Experience hassle-free solutions at your doorstep with our latest service innovation.

2024 Super Duty® F-250® XL

POWER & INTELLIGENCE GETS THE JOB DONE

By combining smart tech with outstanding power, we've raised the bar — and productivity. Thanks to advanced technological engineering and colossal power courtesy of the 6.7L High Output Power Stroke® Turbo Diesel engine.

BRAINS TO MATCH ITS BRAWN

For years, Super Duty® trucks have been a constant in power and capability. The 2024 Super Duty offers an advanced generation of innovative technology.

PULLS BIG LOADS WITH EASE

When you're the only truck on site that has the capacity to move mountains of steel and lumber, other truck owners take notice. That's because you own the best-in-class title with an available diesel gooseneck towing rating of 40,000 lbs.



OFFICE SPACE FOR THE TRAVELING WORKER

One look at the 2024 Ford Super Duty® Commercial pickup and you'll know it's designed for work. With smart utility features that allow you to take the office with you from job site to job site.

A WORKHORSE BUILT TO GET THINGS DONE

Super Duty® is defined by its power and capability. The new Super Duty® offers the broadest range of engines in the class.

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FORD PRO™ TELEMATICS

Ford Pro™ Telematics is software that powers productivity. Compatible with any make or model of gas or electric vehicle, it provides real-time OEM-grade data on a convenient dashboard. Plus, there's no plug-in device needed on modem-equipped Ford commercial vehicles that are 2020 model year or newer. Stop waste. Find your fleet. Maximize uptime.

2024 Super Duty® F-350®

OUR MOST VERSATILE TRUCK WITH BIG MUSCLE TO MOVE HEAVY WEIGHTS

When regularly called upon to handle the largest loads, having the brute force to back you up makes the job a lot easier — like class-leading 1,200 lb.-ft. of torque.* Matched with enormous capability ratings, Super Duty® trucks are ready for your next big haul.

*Max 1,200 lb.-ft. of torque based on 6.7L High Output Power Stroke® V8 Turbo Diesel. Class is Full-Size Pickups over 8,500 lbs. GVWR. Torque ratings determined based upon testing requirements prescribed in SAE J1349. Your results may vary.

6.7-LITER POWER STROKE® DIESEL V8
90-degree diesel V8, single turbocharger, in-block cams and overhead valves



THE ULTIMATE UTILITY TOOL

There's work to be done so we've given you the tools to help make it go smoothly. And we packaged it into one very capable truck. Featuring smart, serviceable features that keep productivity moving and organized.



MULTIPLE PRODUCT CONFIGURATIONS AVAILABLE



BEST-IN-CLASS DIESEL HORSEPOWER & TORQUE

It takes a strong back to carry the huge loads, but it takes muscle to move it. That's where all 2024 Super Duty® trucks are stacked. Including the herculean 6.7L High-Output Power Stroke® Turbo Diesel. Cranking out up to a class-leading 500 horsepower at 2,600 rpm and a massive 1,200 lb.-ft. of torque.

The 6.7L Power Stroke® V8 Turbo Diesel engine has a standard power rating of 270 hp/700 lb.-ft. of torque. You also have your choice of available 300 hp/725 lb.-ft. of torque and 330 hp/750 lb.-ft. of torque power ratings.* The 6.7L was tested to over 500,000 simulated customer miles, which contributes to a B10 life design of more than half a million miles.** The unique inverse-flow design locates the

turbocharger between the cylinder heads and the top of the block, with the exhaust manifold inboard and close to the turbo, for faster air displacement and greater power. The standard driver-activated engine exhaust braking restricts exhaust flow to create back pressure for seamless braking and reduced brake wear on downhill grades.

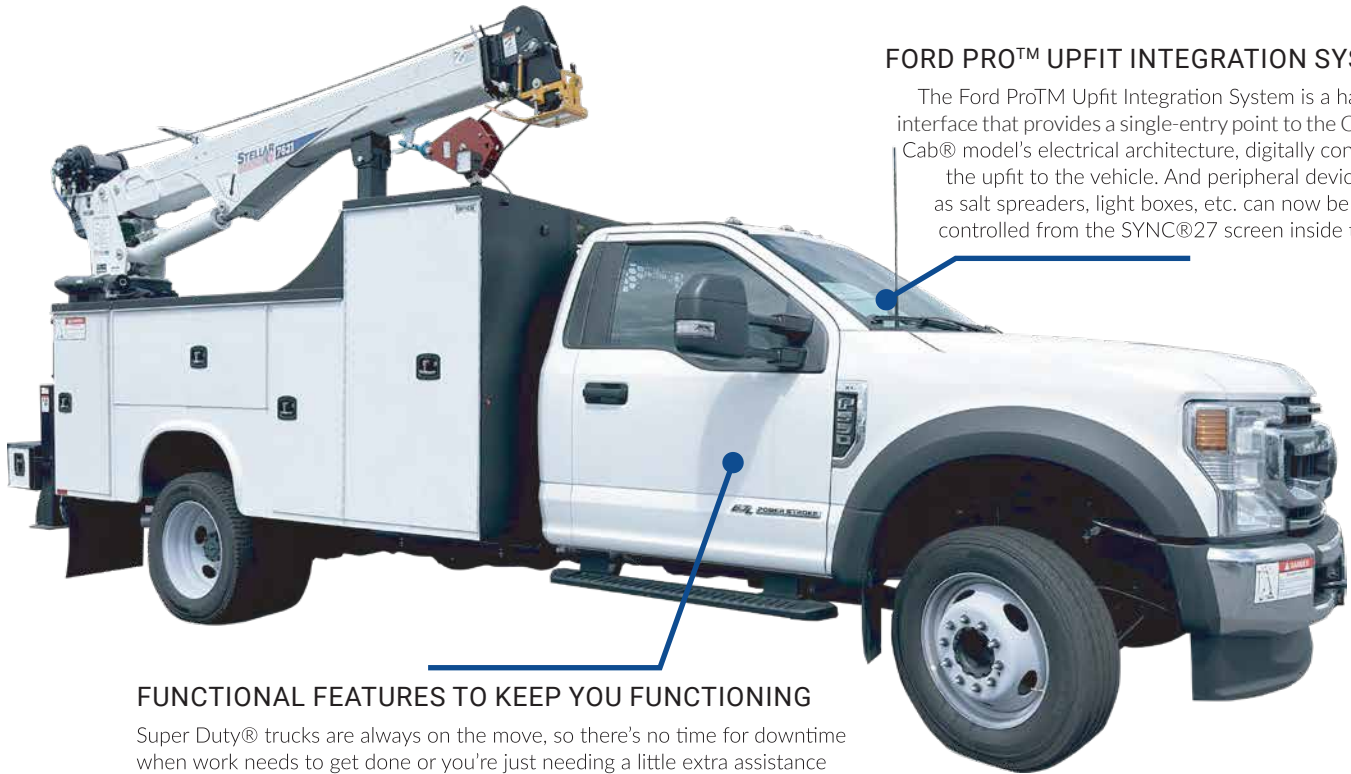
2024 F-450® F-550® & F-600®

TACKLE THE HARD JOBS

Super Duty® trucks are engineered to meet the grueling demands in some of the hardest vocations. Offering multiple bed configuration options that provide the right tools for the job, our fleet customizations give you the edge to complete.

FORD PRO™ UPFIT INTEGRATION SYSTEM

The Ford Pro™ Upfit Integration System is a hardware interface that provides a single-entry point to the Chassis Cab® model's electrical architecture, digitally connecting the upfit to the vehicle. And peripheral devices such as salt spreaders, light boxes, etc. can now be directly controlled from the SYNC®27 screen inside the cab.



FUNCTIONAL FEATURES TO KEEP YOU FUNCTIONING

Super Duty® trucks are always on the move, so there's no time for downtime when work needs to get done or you're just needing a little extra assistance throughout the day. With features to keep productivity moving day or night, help ease the grind of a long day, or just secure gear inside and outside of the truck.

MEET THE NEW GUY: THE F-600®

The Ford® Super Duty® Chassis Cab F-600® works hard, shift after shift. The chassis cab can be upfitted to meet the demands of your job and features strong performance and a powerful lineup of available engines designed to work seamlessly with chassis components and vehicle calibrations.



MULTIPLE PRODUCT CONFIGURATIONS AVAILABLE



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TOWING CAPACITY
= up to 34,900 lbs.



6.7-LITER POWER STROKE® DIESEL V8



Ford Co-Pilot360® Technology
The standard driver assistance features such as Pre-Collision Assist® with Automated Emergency Braking and Audible Lane Departure Warning helping you feel more confident on the road.

2024 F-650® & F-750®

BUILT FORD TOUGH® FROM THE GROUND UP.

The 2025 Ford F-650® and F-750® trucks feature your choice of class-exclusive 7.3L V8 gas or 6.7L Power Stroke® Turbo Diesel engines, with GCWRs of up to 50,000 lbs. and GVWRs as high as 37,000 lbs. They also feature Driver-Assist Technologies such as standard Lane-Keeping Alert, available Forward Collision Warning and more.



READY FOR ANYTHING

2025 Ford Medium Duty trucks are engineered for versatility. The available variety of convenient and easy upfits, as well as features like the available live-drive Power Take-Off (PTO) provision (standard on diesel models) with mobile mode*, make F-650 and F-750 models the ultimate work trucks, ready to meet your needs.



TOW. HAUL. DO IT ALL.

Medium duty trucks face demands most vehicles never will. The 2025 Ford F-650 and F-750 offer engine and transmission options that give you the power to get the job done.

F-650® CHASSIS



F-750® CHASSIS



The 2024 Ford Super Duty® Chassis Cab is equipped with standard 5G Wi-Fi technology, so you can stay connected and informed while on the move.



Ford TorqShift® HD 6-speed Automatic Transmission

The TorqShift® HD 6-speed automatic easily handles the heavy torque of the diesel and gas engines. The tow/haul feature minimizes gear hunting on an uphill; on a downhill, it prevents upshifting and increases in speed, and it reduces brake pressure. TorqShift offers the available live-drive power takeoff (PTO) provision with stationary and mobile modes.

2024 Transit® & Econoline®

TRANSIT® IS READY TO WORK

The Ford Transit commands an impressive 68% share of the Commercial Cargo Van market, and for good reason. Built around an exceptionally durable engine, the Ford Transit stands as a benchmark in the marketplace for reliability and robust performance. This dominance is a testament to its superior construction and enduring quality.



E-SERIES: GETTING THE JOB DONE

The Ford E-Series has experience tackling tough jobs. And with the growing E-Series fleet of over 2.7 million strong, the E-Series continues to serve as a durable vehicle for businesses and individuals across the country. A 7.3L V8 engine and an ergonomic interior and instrument cluster help make the 2024 E-Series capable and work-ready.

E-TRANSIT: HARDWORKING. EFFICIENT. ELECTRIC.

A hardworking vehicle for hard workers, the E-Transit™ does everything but compromise. By placing the battery underneath the body of the vehicle, you get the benefits of an electric powertrain without using up cargo space. And, this vehicle boasts impressive range on a single charge.

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MULTIPLE PRODUCT CONFIGURATIONS AVAILABLE



CUSTOMIZATION IS A SPECIALTY

At Ed Murdock Superstores, we specialize in customizing these vans to meet your specific needs. Our expert shop can equip your van with essential features like robust partitions, efficient racking systems, and sturdy ladder racks. When you pick up your Ford Transit from us, it's not just a vehicle; it's a mobile workspace, fully outfitted and ready to work. Trust us to deliver a turnkey solution that keeps your business moving efficiently.

**ED MURDOCK SUPERSTORES MECHANICAL TRUCK
DIVISION: Engineered For Excellence**

At Ed Murdock Superstores, our Mechanical Truck Division is a beacon of commercial vehicle excellence. Specializing in diverse crane solutions from 2,000lbs to 10,000lbs, we're proud to offer trucks custom-fitted for various professional needs.

2023: A Year of Unprecedented Success

In 2023, Ed Murdock Superstores achieved a remarkable milestone, producing and selling over 80 mechanical trucks. Our nationwide delivery capability and strategic partnerships with industry leaders like Knapheide, Smyrna Truck, and General Truck Body have enabled us to offer a broad array of mechanical bodies. From California to Maryland, Florida, and across the nation, our reach has been as diverse as our clients' needs.

Customization and Equipment Integration

Our ability to customize these trucks to client specifications sets us apart. We equip vehicles with specialized tools like Miller EnPak A60 and welders to power inverters, ensuring that each truck is not just ready but fully equipped to tackle any job upon delivery. This commitment to customization

and readiness means that when a truck from Ed Murdock Superstores arrives, it's more than just a vehicle – it's a mobile workstation primed for immediate productivity.

Ready to Work When You Are

We understand that in your industry, time is of the essence. That's why every mechanical truck we deliver is turnkey ready, ensuring minimal downtime for your business and maximum efficiency from the get-go.

Drive Your Business Forward with Ed Murdock Superstores

Choose Ed Murdock Superstores for your mechanical truck needs and join the multitude of satisfied customers who have seen their businesses thrive with our vehicles. Let us equip you with a truck that's not just part of your fleet but a key player in your business's success story.



RAM™ 2500 Commercial Truck

CONSIDER THE JOB HANDLED

The 2024 Ram 2500 is a work truck that boasts a maximum payload of 4,000 pounds and 410 gas horsepower when equipped with the standard 6.4L HEMI® V8 engine.

LB MAX PAYLOAD
4,000

HORSEPOWER
410



THE MOST ADVANCED RAM HEAVY DUTY PICKUPS EVER

Be ready for the next job with innovative technology designed to simplify the day-to-day. Standard and available features include a new available 12-inch Driver Information Digital Cluster and a helpful available Digital Rearview Mirror now with side camera integration.

NEW DIGITAL CLUSTER

Offering full-color 3D graphics with color customization, easy-to-see vehicle stats, safety and security alerts, in-cluster navigation (if equipped) and driver profiles, the new available 12-inch Driver Information Digital Cluster provides you with the tools you need to help keep you focused on the task at hand.

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PUT IT TO WORK

Boasting work grade vinyl seats, available cloth seats and easy-to-clean molded doors, RAM interiors will stand up to even your toughest tasks.

MATERIAL MADE TO LAST. Do the work with less worry—spills, soil, and wear and tear are no match for the work grade vinyl on all RAM products. This durable material was made to help stand up to tough tasks and long hours.



6.4L HEMI V-8 ENGINE

with 6-speed transmission



LB-FT OF TORQUE
429
MAX TRAILERING (LB)
18,710

MAX HORSEPOWER
410
MAX GCWR (LB)
25,000

6.7L CUMMINS® TURBO-DIESEL 16 ENGINE

with Aisin 6-speed automatic transmission



LB-FT OF TORQUE
800
MAX TRAILERING (LB)
25,640

MAX HORSEPOWER
370
MAX GCWR (LB)
33,000

RAM™ 3500 Commercial Truck

MADE TO WORK

Designed to take on even your toughest tasks, the RAM™ 3500 Tradesman® boasts innovative built-in storage features designed to store work-ready tools. Outside, durable bumpers, door handles and grille details look impressive long after the work is done

TRANSFORM YOUR WORKHORSE

The Upfit Center (see page 14) offers distinctive Ram truck and van packages, graphics and decals, GPS and telematics installation, rack, bin and storage options, drivetrain solutions and much more. THE POWER TO TAKE ON YOUR GREATEST CHALLENGES.



PRODUCT SPOTLIGHT: CUMMINS 6.7L TURBO DIESEL ENGINE

The Cummins 6.7L Turbo Diesel is the most powerful engine option for RAM 2500 and 3500 pickup trucks. Producing up to 400 horsepower and 1,000 pound-feet of clean diesel torque, this powerhouse helps RAM deliver best-in-class towing. Paired with the AISIN AS69RC six-speed automatic transmission, the Cummins-powered RAM 3500 boasts towing capacity in excess of 31,000 pounds.

This legendary engine provides unmatched fuel economy and class-leading 15,000 thousand mile oil change intervals. That's power and reliability you can always count on.

MULTIPLE PRODUCT CONFIGURATIONS AVAILABLE



RAM™ 4500/5500 Commercial Truck

BUILT FOR THE TASK

The RAM™ Chassis Cab is a powerhouse that boasts impressive Gross Vehicle Weight Ratings, massive Maximum Diesel Trailer Weight Ratings, and serious towing and torque numbers. With this level of power at hand, consider the job done.

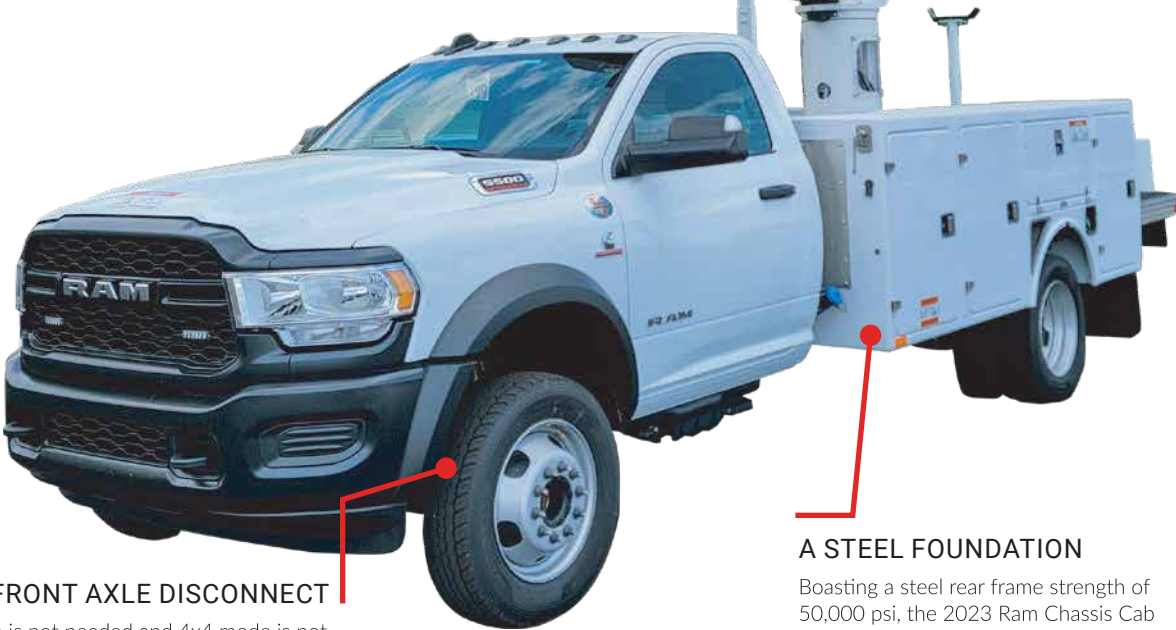


LB.-FT. OF TORQUE
800

MAX TRAILERING (LB)
35,150

MAX HORSEPOWER
360

MAX GCWR (LB)
43,000



ELECTRONIC FRONT AXLE DISCONNECT

When extra traction is not needed and 4x4 mode is not engaged, the Chassis Cab is designed to disconnect the front axle automatically for maximum efficiency.

A STEEL FOUNDATION

Boasting a steel rear frame strength of 50,000 psi, the 2023 Ram Chassis Cab is built with a rugged foundation to ensure that even the toughest jobs are handled.

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RAM™ TELEMATICS SYSTEM

Ram trucks and vans are compatible with web-based fleet management solutions like telematics. It gives you full control of your business operations with a seamless fleet management experience. Keep an eye on important information like customer locations, jobsites or service territories. Access a broad range of vehicle diagnostics including driver behavior and vehicle maintenance.



AVAILABLE FUEL TANKS

You've got options. Choose the standard 52-gallon single rear-mounted fuel tank, the 22-gallon midship fuel tank, or the available 74-gallon dual fuel tank combination. The larger 74-gallon combination consists of a 52-gallon tank and a 22-gallon midship fuel tank. With this option, you'll be able to stay on the job longer.

Flexible Financing & Leasing Solutions for Your Business

At Ed Murdock Superstores, we recognize that the financial needs of businesses vary greatly, especially when it comes to acquiring commercial trucks and vans. That's why we've partnered with leading financial institutions, including major banks, Ford Credit, and Ram Financial Services, to offer competitive terms and rates tailored to your business's budget and objectives.

Specializing in Customized Financial Solutions

Line of Credit Applications: Accelerate your fleet expansion with our efficient Line of Credit applications, designed to secure the necessary credit quickly and seamlessly. Our expertise ensures your business can grow without unnecessary delays.

Commercial Trac Leasing: Our CommercialLease program is an adaptable Terminal Rental Adjustment Clause (TRAC) lease designed to be flexible around your business needs. This plan allows for the residual value to be set according to your specific requirements, optimizing the lease value for your business.

Eligible Vehicles: Focused on commercial trucks and vans, including specialized mechanical trucks for more intricate business needs, our leasing options cover a wide range of vehicles. From heavy-duty trucks to alternative fuel vehicles like CNG/propane autogas (LPG), bi-fuel, and battery electric vehicles (BEV), as well as upfit vehicles designed for high mileage and heavy use, we ensure your fleet is equipped for any challenge.

Partnering with Leading Leasing Companies
We collaborate with renowned leasing companies, including our preferred vendor, Enterprise, and others like Wheels, to provide a diverse array of leasing options. This ensures that whatever your business model or vehicle requirements, Ed Murdock Superstores has a leasing solution to support your success.

Extended Warranties for Commercial Reliability
Recognizing the rigorous demands on commercial vehicles, Ford and Ram offer specialized extended warranties for our commercial customers. These warranties are designed to offer you peace of mind, ensuring that your valuable fleet, especially high-investment mechanical trucks, is protected. With our comprehensive coverage and specialized service agreements, you can focus on running your business, knowing your fleet is in good hands.

At Ed Murdock Superstores, we're committed to being more than just a dealership; we aim to be a key partner in propelling your business forward. With our tailored financial options, versatile leasing solutions, and robust extended warranties for commercial customers, we're dedicated to helping you find the ideal solutions for your fleet. Partner with us to navigate the optimal route to your business's success.



PARTNERED UPFITTERS
Knapheide, Smyrna
Truck and Cargo, Royal,
Commercial Truck and
Van, General Truck Body

UTILITY BODIES
Knaphiede, Reading, Royal,
CM, Warner, & NorStar

MECHANICAL BODIES
Palfinger, AutoCrane,
Steeler, Venturo, Miller
Welder

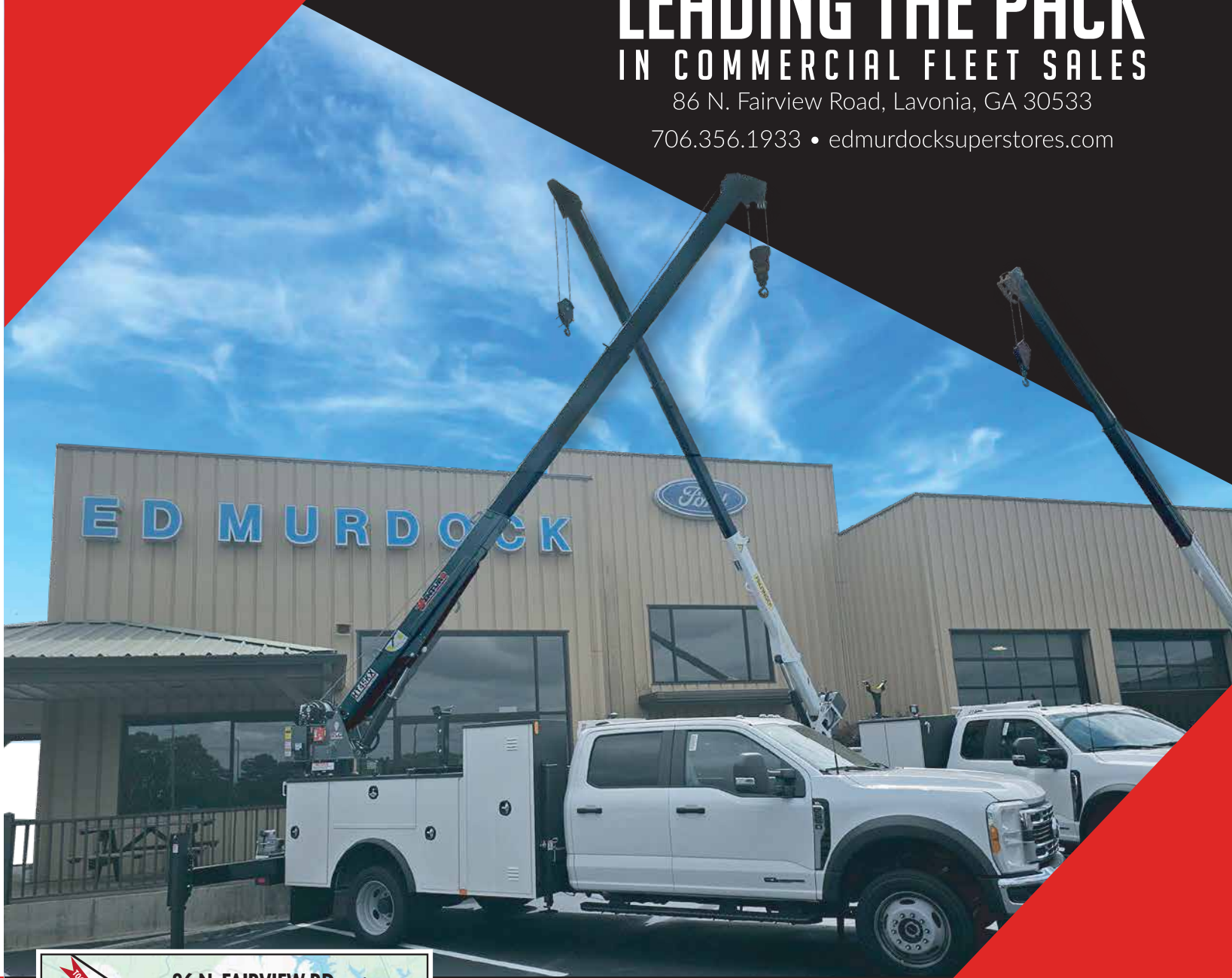
VAN
Adreian Steel, Weather
Guard, Ranger



LEADING THE PACK IN COMMERCIAL FLEET SALES

86 N. Fairview Road, Lavonia, GA 30533

706.356.1933 • edmurdocksuperstores.com



HOURS OF OPERATION

Monday-Thursday	8:30 AM – 7 PM
Friday	8:30 AM – 6 PM
Saturday	9 AM – 5 PM
Sunday	Closed

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