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# **Distributor Profile**

Perkins Power Corp



THE HEART OF EVERY GREAT MACHINE





"Since the day my father founded the company, we've been proud to represent Perkins as a solution provider and leader in the design and manufacture of high-quality, dependable diesel powered packages. We've been doing

this for 37 years now and we love what we do!"

Tom Tracy III President, Southeast Diesel Corp.

## **History**

Founded in 1978 by Tom Tracy as South Florida Diesel Corp the company grew rapidly to become the largest Perkins distributor in the world by 1985 when the name was changed to Perkins Power Corp (PPC). Responding to changing market conditions, and recognizing an opportunity, Mr. Tracy founded Tradewinds Power Corp (TPC) in 1992 as an OEM that eventually became the manufacturing arm of PPC.

Mr. Tracy's untimely passing in 1996 was a devastating loss to the company he had guided for nearly 20 years, but management passed to his son, Tom III, who shared his father's vision and commitment to growth and customer service. Today, as president and owner of Southeast Diesel Corp, the holding company for both Tradewinds Power Corp and Perkins Power Corp, Tom Tracy III and his team continue to build on his father's legacy.

#### **Fast Facts**

- 1. Serves Perkins customers in: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and Virginia plus the Bahamas, Belize, Haiti, Puerto Rico and Trinidad.
- 2. 37 years of experience as a Perkins distributor.
- 3. 100,000 square feet of engineering, assembly, administrative and distribution space.
- 4. In-house engineering, design, assembly and testing capabilities
- 5. Full-service facilities in three locations
- 6. Manufacturing capacity for more than 2,000 engines per year.
- 7. Certified builder of UL 2200 listed generator sets.
- 8. Perkins Certified Training Center for dealer and customer personnel.



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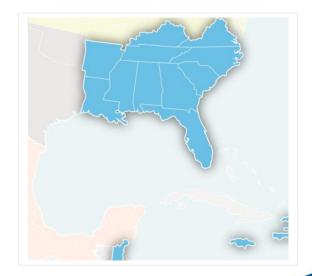
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## **Overview**

PPC supplies Perkins power solutions to customers in the agriculture, construction, electrical power generation, ground service equipment, industrial, marine and OEM equipment markets. They provide special expertise in the design and packaging of generators, pumps and power units for a broad range of OEM equipment. Their highly experienced sales, engineering, production and service staff is composed of 20 full-time Perkins specialists each of whom have 20 to 30 years of diesel industry experience.



PPC application engineers are acknowledged leaders in the selection and integration of complementary engines, accessories and mounting equipment to create trouble-free power solutions for specific customer requirements. Their experience ensures that a PPC power solution will take maximum advantage of engine power and torque to deliver optimum fuel economy and operational reliability to enhance the quality of the customer's product.

To effectively serve the needs of their broad customer base, PPC has invested in state-of-the-art CAD systems, including 3D Modeling software and computers to help engineers generate design models to effectively apply Perkins engines to their OEM's equipment. CAD resources are also employed in developing proprietary packages marketed by PPC for customers who need a more generic power solution.

This capability allows PPC engineers to develop and test power solutions before the engine is fitted to the customer's equipment. Ensuring that the power solution efficiently integrates the engine with the other components in the equipment and results in reduced development, application times and lower cost.



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PPC has been supplying power units to the industrial and agricultural markets for more than 30 years. PPC power units can be delivered ready-to-go with transmissions, control panels, and frame mounts with batteries, air cleaners, exhaust and anything else required.

PPC is a certified builder of UL 2200 listed generator sets. They also supply ready-to-run Perkins Electropak units up to 600 kW for regulated countries and 1,500 kW for less regulated areas.

Installed PPC power solutions are supported by a service organization staffed and equipped to the same high standards and backed by a comprehensive spare parts inventory. PPC technicians are trained on the latest diagnostic and service equipment and have access to the specialized tools and equipment required to test and repair engines and generators of all sizes.

PPC is one of three Perkins Certified Training Centers in the United States. Its 800 square foot classroom and 1,600 square foot hands-on training workshop are open to both dealer and customer personnel. Both are equipped with the latest teaching aids and a full complement of tools and equipment.

## **Facilities**

PPC operates from locations in Miami, Sebring and Jacksonville, Florida. Its Jacksonville headquarters has modern offices, warehouse, parts, service and training space dedicated 100 percent to Perkins. Heavy manufacturing is focused in the Miami facility, also occupied by the Tradewinds organization that is part of Tom Tracy III's holding company, Southeast Diesel Corp. Their flexible manufacturing operation can supply more than 2,000 Perkins power solutions annually.





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# **Biographies**

Thomas J. Tracy III - Mr. Tracy III has been President and Owner of Southeast Diesel Corp and its subsidiaries since 1996. Mr. Tracy III assumed this role after the passing of his father, Thomas J. Tracy Sr., who was the Company's Founder, President and Owner since 1978. Mr. Tracy III leads the Company's strategic planning efforts along with overseeing several day-to-day operations; keeping in mind his father's vision and commitment to excellence, growth and customer service. Mr. Tracy III earned a degree in Psychology from West Virginia University in 1993. He lives in Coral Springs, FL with his wife, Elizabeth, and their 7 year old daughter, Kayla.

Chuck Scott – General Manager, Mr Scott joined the organization in 1980 following a tour of duty in the US Coast Guard. Mr Scott started as a production and service employee and transitioned to fuel injection technician, service manager, and to agricultural sales. In 1991, Mr Scott took the lead in establishing an electrical / electronic R&D department to develop the company's own brand of electronic control systems, assembly of electrical harnesses and various instrument panels. In the 1997 expansion of PPC's territory to the Southeast US, Mr Scott relocated to the new Jacksonville facility to develop a dealer network for product support. Mr Scott was appointed to the sales manager position in 2005 and since 2012 has been the General Manager.

**Wendell Robinett** – OEM Sales Manager, Mr Robinett has worked for the company for more than 23 years. Mr Robinett initially started pulling parts, before being appointed as shipping manager, receiving manager and warehouse manager. After holding several positions in Miami, Mr Robinett moved to Orange Park, FL, in November 1997 as a salesman before securing a promotion to Engine Sales Manager in March 2015.

Jerry Rose – Chief Engineer, Mr Rose began his design career as a structural steel detailer, before taking on an engineering job with an oil field equipment manufacturer in Oklahoma City. His designs included rig instrumentation, recorders and mud handling systems. In the 1980's Mr Rose moved to Ditch Witch to design equipment and in 2005 moved to Florida to be Chief Engineer for Perkins Power Corp. His duties include 3-D CAD design for engine packages, wiring harnesses and control systems. He is fully trained by Perkins to perform engine installation appraisals and verification testing.

Randy Tanner – Parts Manager, Mr Tanner worked for Ring Power CAT, before moving to PPC in 1991 as the Parts manager for the Jacksonville branch. In 1997, when PPC's territorial coverage increased, Mr Tanner moved to Orange Park, FL, where he continued as the Parts Manager until 2007. Since then Mr Tanner has held the role of Dealer Development Manager as well as Parts Manager.

Doyle Berger – Product Support Manager, Mr Berger joined PPC 3 years ago. Mr Berger traveled the world in the US Navy as a Gas Turbine Technician (Electrical) where he was responsible for all Propulsion and Power Generation / Distribution Controls and Monitoring. On leaving the US Navy Mr Berger worked for Cummins Southeastern Power, ran his own small business, worked as a lead technician for a company that serviced generators and fire pumps. In 2012 Mr Berger was appointed as PPC's lead field service technician. Mr Berger became the Product Support/Service/Warranty Manager in 2014.