

# DRIVING SALES OF INNOVATIVE INDUSTRIAL VEHICLES



**LOCATION:**

Bromont, Quebec Canada

**SCOPE OF ENGINE USE:**

Cat® C2.2 67 hp (50 kW) engine

**CAT DEALER:**

Toromont Cat

[www.FatTruck.com](http://www.FatTruck.com)

## FAT TRUCK® GOES WHERE OTHERS CAN'T

Zeal Motor Inc., established in 2018, manufactures some of the world's most powerful and incredibly capable industrial off-road utility vehicles. The company's three founders – Maxim O'Shaughnessy, Benoit Marleau and Amine Khimjee – are experts in the field of industrial vehicles and they started the company to pursue their mission of creating innovative products in this specialty market segment. "Before we started Zeal Motor, we found there was no efficient utility-vehicle to transport people meeting the requirements and safety standards of the industrial sector," states Amine Khimjee, Vice President of Sales and Marketing at Zeal Motor.

The leadership team launched their first product, the Fat Truck 2.8 C, in January 2019. This beefy off-road utility vehicle can be used to transport personnel and materials to and from hard-to-reach job sites. Able to confront any type of terrain in any season, this unprecedented industrial vehicle is designed for work crews with extreme, off-road transportation needs. In fact, the Fat Truck is ideal for contractors working on power lines, pipelines, telecommunications and wind farms, as well as first-responders performing search and rescue missions over remote and/or inhospitable terrain.

The Fat Truck can transport up to eight people, is certified as a Rollover Protective Structure and has ultra-low ground pressure for maximum traction. Remarkably, the Fat

## POWER PROFILE: ZEAL MOTOR INC.

Truck is amphibious as well and floats even when it is filled to capacity. This smartly-designed vehicle also offers a comfortable cab with 360 degrees of visibility and features an intuitive joystick drive that allows it to be driven from either the left or right side for added versatility.

However, the key to the Fat Truck's powerful off-road performance is concealed inside: a Cat® 2.2-liter, four-cylinder turbo-diesel engine. This real-world-tested industrial engine delivers 67 hp (50 kW) to push the Fat Truck over rough terrain or even up steep, snow-covered inclines with a full load of passengers.

## THE PERFECT ENGINE FOR THE WORLD'S ROUGHEST CONDITIONS

When Zeal Motor Inc. was developing the Fat Truck in 2018, specifying the right engine was of paramount importance. The company's founders knew they needed a reliable, durable engine that could handle extreme off-road capabilities. "The design criteria for an amphibious vehicle such as the Fat Truck are quite challenging, from the reliability of the engine to the power to weight ratio," Khimjee says. "We turned to Caterpillar to get the best solution for our requirements, because the Cat brand stands for high quality and excellent after-sales support."

The Cat C2.2 engine was deemed the ideal solution, for it delivers impressive performance throughout a wide speed range with exceptional power density. Toromont, the eastern-Canadian Cat dealer, was instrumental in making the engineering process go smoothly. Drawing on its engineering and application expertise, factory-trained engine technicians and dedicated OEM account team, Toromont made sure the C2.2 was the best fit for the harsh demands of the new Fat Truck.

With the C2.2 at its core, the Fat Truck is able to travel through mud, snow and water with multiple people on board or a load of material weighing up to 2,200 pounds. The C2.2 also has a strong brand reputation for reliability and an industry-leading network for service and support, which provide added value to customers who purchase a Fat Truck.

An ultracompact package size and extensive options make the C2.2 ideal not only for utility vehicles, but also for many other applications – including agriculture, aerial lifts, compressors, construction, general industrial, irrigation equipment, material handling, mobile earthmoving equipment, mobile light towers, turf and landscaping, underground mining equipment and welders.



**"THE CAT BRAND STANDS FOR HIGH QUALITY AND EXCELLENT AFTER-SALES SUPPORT."**



**LET'S DO THE WORK.™**

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