

2010 BUSINESS RECOGNITION

HOSTED BY
Dixie State College,
St. George SBDC



Business Details

OWNER
Fabian and Natalie Ortiz
NATURE OF BUSINESS
Truck Customization

CITY
St. George

COUNTY
Washington

PHONE
435-628-5544

WEB SITE
www.toxicdiesel.com

BUSINESS STRUCTURE
Limited Liability Company

BUSINESS BEGAN
2004

EMPLOYEES
4 full-time, 2 part-time

SBDC CONSULTANT
Len Erickson

jobs

revenues

growth

Toxic Diesel



Smart marketing and good work are driving Toxic Diesel to success.

In April 2004, Fabian and Natalie Ortiz had a vision for a company that would build cool and exciting trucks that everyone wants. Fabian quickly developed a reputation as the man who could “Trick Your Truck” in Southern Utah. By using electronics to improve diesel truck performance and combining his background in diesel mechanics with Natalie’s background in business and marketing, they created a fast-growing, successful business.

The couple started Toxic Diesel out of their home, but demand quickly outgrew the space. That was when they moved to the current location at 1030 E. Commerce Drive, Suite #400 in St. George, Utah. However, even that wasn’t enough and Toxic Diesel is now looking for an expansion location. Revenue grew as business skyrocketed, climbing from \$50,000 in their first year to nearly \$700,000 in 2010. They expect to make about \$775,000 in 2011.

While Fabian is busy making trucks the envy of everyone, Natalie has designed merchandise to match. The shirts, hoodies and stickers with the Toxic Diesel logo and design sell out fast, and Natalie plans on creating hats for men and women to sell with the other clothing and truck accessories on their website. Natalie has also taken her marketing and clothing line to truck races and shows.

Toxic Diesel is one of six businesses selected to work with Len Erickson’s Dixie State College entrepreneurship class in the summer of 2010. Erickson and his students offered a business checkup to SBDC clients. The class recommended Toxic Diesel capitalize on their name recognition and take that even further by putting brand stickers on cool trucks, using viral marketing on their site and increased guerilla marketing with their merchandise. Those steps would bring traffic to the website and further drive the purchase of truck accessories both online and in their shop.

The SBDC continues to work with Toxic Diesel to maximize their potential and the increase in sales seen after the business checkup. The Ortizes are confident they can succeed in a highly specialized market with the added help from the SBDC.

“The study and analysis provided by the SBDC opened our eyes to the potential of our business model and that our financial numbers would sustain growth. The research and detailed alternatives from the SBDC helped to shape our decisions regarding a new marketing program.”

Fabian Ortiz, Toxic Diesel Owner.

Secret to Success

“Our success is based on our imagination, enthusiasm and real knowledge and ability in a specialized area. We have great customers that we take care of with a positive attitude, great service and being real genuine folks.”

The Utah SBDC network is comprised of 11 regional centers hosted by Utah colleges and universities. The centers serve entrepreneurs and small businesses across the state. The centers are funded in part through a cooperative agreement with the U.S. Small Business Administration.