

UTA INDUSTRY WATCH

Volume 7, Issue 9

Contact the UTA @ 1-877-GETS-UTA or www.uta.org

September 2005

President's Message...



It seems as if as soon as I get through writing one monthly message, it's time to do it again. This month we're trying to get the newsletter out early so we can get some messages to you and save you some money when you sign up for our Convention in November. But act quickly, as the early bird discount ends soon. Speaking of which, hopefully, everyone enjoyed the gummy worms, courtesy of Premium 2000 Plus Warranties.

We need to have nominees for our 2006 Board of Directors. Be sure to check the dates and instructions on how to get that done. This can be easily done on the website www.UTA.org. We need your participation in this election.

It is very important to have good people to replace outgoing board members. This organization has been blessed with quality individuals that have served as board members. Take a look at our membership count. It is above 580 and will be more than 600 by our Convention. Member benefits are growing every day. This is because members are working toward a common goal, which is: "To build a strong organization that supports the used truck industry we all work in".

Our up coming Annual Convention, in Savannah, GA, will reflect the results of everyone's hard work. It

will be a perfect setting for one of our own to retire from a long and successful career at the same place he started many years earlier. So, as we enjoy our sweet pralines - thanks to National Truck Protection - we will think of Jim Sundy.

Jim started his trucking career in Savannah where he and Jenny lived the first few years of their married life. Oh, the memories of those early years. We think back on them and sometimes wonder how we ever made it through. We have so many conveniences and gadgets these days it is hard to believe that we survived without TV, cell phones, digital cameras and credit cards.

Later, Jim and Jenny moved to Atlanta to raise their family as both of them worked to take care of their children and create a home filled with love and comfort and security. Jim worked at Nalley Motors for years and became their top man in all the areas and in all ways.

It is interesting to reminisce over one's career - the achievements, the milestones, the awards and the work. And yet, in the big picture of what comes to my mind is Jim Sundy bringing his best to the used truck industry and providing many important lessons for us all to incorporate in our lives. In all of the things that he has said and done- and continues to say and do, Jim's remarkable character is reflected. Being sincere to me means that one is the same all of the way through - in what one thinks, feels and acts.

(Continued on page 4)

INSIDE THIS ISSUE

- 2 Convention Update
- 2 Industry News Briefs
- 3 2005 Convention Sponsors
- 4 2006 Board Of Director Nominations Needed
- 4 File Cabinet
- 5 Board News & Views
- 6 Membership News & Views
- 6 Welcome New Members!
- 7 Kolman's Korner
- 7 Industry Events Calendar
- 7 Used Truck Registrations
- 8 Convention Reminder

How are **YOU** supporting the UTA?

GOT NEWS?

Expanding a business? Promoting staff? Won an award? Opening a new location? Share your news with the *UTA Industry Watch*. Send submissions, as well as ideas and comments.

David A. Kolman

Terry J. Williams

Editors

UTA Industry Watch

18521 Brick Store Road, Suite 400

Hampstead, MD 21074

Phone: (877)-GETS-UTA

Fax: 410-374-9196

E-mail: utaeditor@hotmail.com

- Convention Update -

SPOUSE WALKING TOUR - The time of the walking tour has been changed and will now begin at 1:00 p.m. so that all spouses will be able to attend the Friday luncheon with keynote speaker Rudy Ruettiger. The tour will cover John Berendt's best selling novel *Midnight in the Garden of Good and Evil*. Instead of a lunch being served on this tour, participants will be able to enjoy an ice cream treat of their choice. Pre-registration is required.

GOLF SPONSORS FOR THE CHARITY GOLF TOURNAMENT NEEDED - We still need a few sponsors for the Convention's Charity Golf Tournament. All proceeds from this tournament go to the UTA/Jerome Nerman Educational Foundation to support the UTA's scholarship program. Golf hole sponsorships are \$125. If you chose to play in the Saturday tournament, the total cost of a sponsorship and the golf fee is \$175. Golf will be played at the Club at Savannah Harbor. This is a fun event that you won't want to miss. If you are interested in signing up, please phone Sue Dorso at (941) 492-2429.



INDUSTRY NEWS BRIEFS

Commercial Vehicle Group and Volvo have partnered to develop a global modular seating platform for medium and heavy duty vehicles from Mack Trucks, Renault and Volvo Truck.

Dealers Motor Service's new Total Loss Protection (TLP) program for heavy trucks and RVs is "designed to take the place of GAP at a much more competitive rate." The program is fully insured and provides a benefit to a maximum of 60 months. The TLP benefit is 10% of the MSRP or NADA retail value at the time of sale.

Freightliner Trucks has redesigned and updated its website, www.freightlinertrucks.com, to make it more user-friendly. It offers improved navigation, updated graphics, interior and exterior product photography, an increased focus on industry application segments and search engines for new and used trucks, dealer parts and service information.

Freightliner Trucks' new Ready to Roll program provides 30-day delivery of model-year 2006 Columbia's. Developed in conjunction with Daimler-Chrysler Services Truck Finance and designed for small fleet owners and owner-operators, the program allows customers to purchase a dealer- or factory-stocked 2006 Columbia with 24-hour credit approval. Also being offered for these purchases is a special finance package with 48- or 60-month term options with low interest rates and low monthly payments.

International Truck and Engine is offering customers a \$1,000 prepaid MasterCard Debit Card with a purchase of a qualifying International 4200, 4300 or 4400 truck by Oct. 31, 2005. The Card can be used when buying diesel fuel. In addition, when a customer in one of the 48 contiguous United States finances with Navistar Financial, International will add \$250.

Kenworth now offers a front engine power take-off (FEPTO) option for its T800 short-hood model. The FEPTO option, designed especially for snowplow, municipal dump, mixer, refuse and crane applications, is available for order with Caterpillar C11 and C13 engines up to 380 hp and the Cummins ISL engine up to 350 hp.

Kirtland Capital Partners has acquired **Ox Bodies** and **Rugby Manufacturing**.

Mitsubishi has redesigned the frames of its Class 4 and Class 5 2006 model FE140, FE145 and FE180 cabover trucks to make body design and mounting easier.

Nissan Diesel America has increased its standard warranty coverage on its 2006 model year UD Trucks for longer protection periods for the base vehicle and selected chassis and powertrain components. Coverage is now for three years with unlimited mileage and 100% parts and labor reimbursement for warranty repairs.

Peterbilt now offers Holland FW17 Series fifth wheels - designed to handle on-highway applications up to 95,000 pounds gross combination weight - for its full lineup of medium and heavy-duty tractors. The new optional fifth wheels - available in fixed and air slide versions - are reported to be up to 16% lighter than comparable products and have a vertical load rating of 50,000 pounds and a maximum 150,000-pound drawbar pull rating.

Thermo King's new Nationwide Premier Maintenance Program offers nationwide consistency for preventive maintenance service performed exclusively at Thermo King dealers. Customers can choose from a selection of preventive maintenance programs.

Vision Technologies Land Systems is purchasing the **Kidron** and **Hackney** divisions of Specialized Vehicles Corporation.

Wil-Trans, a Strafford, MO, transportation company, has partnered with **SelecTrucks of Springfield**, MO, and **Prime Logistics** to help truckers get into their own trucks. Through the partnership, drivers can purchase a used SelecTruck, become a contractor with Wil-Trans and have access to a large refrigerated freight base through Prime. For details call (888) 945-8726 or visit www.wil-trans.com.



UTA 6th Annual Convention



Hyatt Regency
Savannah, Georgia
Nov. 2-5, 2005



IT KEEPS GETTING BETTER

Our convention continues to grow in both activities and sponsors. This is one convention you do not want to miss.

As of August 12, 2005, the following companies have committed to help sponsor the UTA's 6th Annual Convention. We sincerely thank each one of them for their generous support:

Adesa Corp.
American Trucker
Arrow Truck Sales
ATD/N.A.D.A. Commercial Truck Guide
Best Used Trucks
CAG Truck Capital
Caterpillar Inc.
Cobalt Finance
Coldiron Companies
Cummins Inc.
Detroit Diesel Corp.
Eaton Corp.
Equipment Data Corp.
Fastline Publications
Fort Wayne Vehicle Auction
Fort Worth Vehicle Auction
Freightliner Market Development Corp.
Heavy Duty Marketing Associates
Highline Capital Transportation
HTAEW.com
International Truck & Engine Corp.
Intersafe, Inc.
Kenworth Truck Company
Mack Trucks
My Little Salesman
National Auto Research - *Black Book*
National Truck Protection
Onewaytrailers.com
Overland Truck Sales
Penske Truck Leasing
Peterbilt Motors Company
Premium 2000 Plus Warranties
R.L. Polk & Co.

Ritchie Bros. Auctioneers
SOARR/Interstate Online Software
Truck Market News
Truck Paper
Truckmovers.com
Utility Trailer Sales Of Dallas
Volvo Trucks North America
Wholesale Trucks Of America



Charity Golf Sponsors

Bennett Truck Source
Best Used Trucks
Best Used Trucks Of Kansas City
Bruckners
Champion Truck & Trailer
Chicago Mack Sales & Service
Crook Motor
General GMC Trucks
Hunter Truck Sales & Service
Htaew.com
Idealease
Interstate 65 Truck Sales
Nalley Motor Trucks
Premium 2000 Plus Warranties
Ryder Systems
SOARR/Interstate Online Software
The Truck Blue Book
Truck Paper
Volvo Trucks North America

- Quintessential Quote -

"One of the tests of leadership is the ability to recognize a problem before it becomes an emergency." — *Arnold H. Glasgow*

2006 Board of Director Nominations Needed

It is time once again to select the candidates for the Used Truck Association Board of Directors. We are counting on you, our membership, to help us nominate qualified and interested individuals!

Being on the Board of UTA is a very rewarding job, but it also means commitment and hard work. The Board Members direct and make decisions that shape the future of the association, but in order to do that, the job is bigger than just lending your name to the letterhead!

Please fill out the enclosed nomination form with your list of who would be a great board member. In order to be nominated, individuals should meet the following criteria:

- Must be a member of the UTA in good standing
- Must commit to serve a 2-year term
- Must be willing and able to attend all monthly teleconferences and three face-to-face meetings each year.
- Must be prepared to head or serve on at least one UTA committee
- Must attend the annual UTA convention

Please contact your nominees to verify that they are willing to serve and meet the criteria.

Nomination can be submitted with the form enclosed or on-line at uta.org. **Nominations must be received by September 1, 2005.**

President's Message... *(Continued from page 1)*

Jim's honesty and integrity has flowed through him right along with the information of whatever truck he was selling.

How fortunate for all of us that Jim chose this career and gave his time and energy to the used truck industry. How fortunate for all of us that Jenny is at his side and chose to support his endeavors. We are all better for it in every aspect of our lives - personal and professional.

Someone once said that the real test of a man is not when he plays the role that he wants himself, but when he plays the role destiny has for him. Isn't it fitting that in starting his career in Savannah, he would choose this time and this way to bring his career to a close with his friends and co-workers in the Used Truck Association at it's Sixth Annual Convention in Savannah?

Jim has agreed to continue to assist the Used Truck Association at a senior advisory level so we will continue to enjoy his knowledge and expertise.

Jim represents the words of Henry David Thoreau who stated: "Goodness is the only investment that never fails."

-- Eddie Walker
UTA President

FILE CABINET

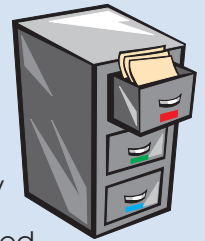
Inattention at the wheel. A recent study found that driver inattention and fatigue lead to more accidents than previously thought. Conducted by the Virginia Tech Transportation Institute in the Northern Virginia/Metropolitan Washington D.C. area, the research showed that nearly 80% of the 82 crashes and 65% of the 761 near-crashes recorded involved driver inattention just prior - within 3 seconds - to the onset of the accident or near-accident. Fatigue was discovered to be a contributing factor in 12% of all crashes and 10% of all near-crashes. Most current estimates are that fatigue-related crashes are 2% to 4% of total crashes.

In-Vehicle faxing. Sky-Fax, a new digital fax service from SkyMira, Milford, CT, provides the convenience of anywhere fax access and capability. It does not require a landline connection, but enables sending and receiving faxes through any Internet connection, including satellite, cellular and Wi-Fi.

More eyes on the highway. More than 100,000 transportation professionals have received the American Trucking Assns. (ATA) Highway Watch program anti-terrorism and safety training. The training is part of a \$19.3 million cooperative agreement between ATA and the Department of Homeland Security (DHS) to expand Highway Watch beyond a service to truck drivers to include the entire transportation sector.

Brake Safety Educating. From Aug. 28 through Sept 3, the Commercial Vehicle Safety Alliance (CVSA) is putting on a special educational event entitled

Brake Safety Awareness Week. It will take place across the U.S. and Canada at truckstops and other locations where truck drivers and mechanics congregate. Brake Safety Awareness Week is part of Operation Air Brake, a larger campaign sponsored by CVSA to promote commercial vehicle brake safety. CVSA Certified inspectors will be teaming up with trucking companies, trucking associations, truckstops and brake suppliers to educate drivers and mechanics on the proper steps to take for inspecting and maintaining commercial vehicle brakes, with a special emphasis on brake adjustment.



Lens Repair. The EZ Fix Lens Repair Kit fixes a cracked headlight or taillight lens using sheets of flexible but strong plastic. The plastic sheet, which comes in amber, red or clear, is cut into a piece to fit the damaged section. The backing is peeled off and the piece then applied to the lens on the area being fixed. The sheet bends easily around the lamp contours, forming a weatherproof seal. For details, visit www.victorproducts.net.

Bill Culkin, a driver for Overnite Transportation in Pennsylvania, has been honored with the Knight of the Road Most Excellent Award for August 2005. The Knights of the Road Program was created to restore the image of truck drivers as the Knights of the Road and to reward drivers for their good work of kindness, professionalism and service to the industry's image.

Where Are The Trade Publications?



Steve "Bear" Nadolson

An attendee to the Used Truck Association Annual Convention asks: "Has anyone seen an editor for (insert name of trade publication here) at the convention this year?"

This is the Used Truck Association's sixth annual convention. We have grown from 54 members in 1997 to over 580 members as of August 8, and we continue to grow. Yet, we

have to beg the trade magazines to send reporters to cover our conventions. What's wrong with this picture?

Why is it that no trade publications send writers to our convention? Let's speculate.

Excuse: Too costly to send people.

UTA reply: We set aside a pool of money earmarked for editorial staff expenses. We offer reimbursement of expenses on a first come first served basis. We have never come close to spending the money we budget for this.

Excuse: Used truck people don't spend enough money with us, the trade publications, in advertising.

UTA reply: What? Aren't you all about editorial autonomy? Is what you cover in your publications linked to the amount of money spent by advertisers? That excuse raises more questions than it answers! What about editorial ethics in your publications?

Excuse: There's not much news that comes out of UTA events.

UTA reply: How would you know? You aren't here! Aren't reporters supposed to interview people and dig out stories?

I'm not an expert in your (trade publications) field, but I was a writer for my college newspaper at Ohio State and I did start and edit two bank newsletters and two in-house dealership newsletters. So, I have had a little experience. There is news. You need to find it!

You are sending the used truck industry a message here. All 580 of us hear it loud and clear!

You are saying, "Used truck issues aren't important to us or our readers."

Well guess what? Used truck values determine trade cycles. Used truck values drive the ability of new truck departments to sell new trucks. Used truck sales support a huge advertising industry. Used truck managers influence component resale value. Used truck reconditioning needs support many peripheral service and parts industries.

Sounds like some pretty important issues to me.

Frankly, our industry drives new trucks sales! Come to our convention, trade publication editor, and see why.

To demonstrate our dissatisfaction with the trade publications over their lack of interest in our organization's convention, I urge every one of our members to let these folks know that they should send someone to our convention by contacting them via an email to the folks listed below.

Transport Topics: tteditor@trucking.org

Successful Dealer:
truckbooks@konacomcommunications.com

Heavy Duty Trucking:
HDTFeedback@truckinginfo.com

Road King: editor@roadking.com

The Trucker: dlcox@thetrucker.com

Land Line: information@landline.mag.com

CCJ (Commercial Carrier Journal):
advise@randallpub.com

Overdrive: mheine@randallpub.com

Truckers News: kwalters@randallpub.com

It is my sincere hope some reporters or editors from the trade magazines show up at the convention this year to report on what is happening in our segment of the truck industry. Beyond that, this would be a good opportunity for the press to develop industry contacts for the used truck industry.

I can be reached at bear@soarr.com if you would like to comment on this article.

*Steve "Bear" Nadolson
Chairman of the Board of Directors
Used Truck Association*

Our Growth Continues

The Used Truck Association is continuing to grow. This is the good news. As of 8/5/05, the UTA has 573 members. We had 28 new members since last month, which are listed below.

Great job, and thank you, to everyone who has signed up for the UTA and asked others to join the UTA.

By the time the Annual Convention takes place in early November, the UTA will be more than 600 members and may be over 700 members. This is historic. We have never had 573 members in the history of the UTA.



The Membership Committee plans to have a membership drive at Ft. Wayne's October Fest Sale on October 5. We're also planning on having a membership drive at another large auction before the end of the year.

The UTA has some of the best Affiliates available. We have warranty providers, truck auction discounts and services, rental car agreements, advertising-truck listing publications, personnel services and assistance, finance providers, a new innovative promotion for a car racing experience and several others. Do yourself a favor and go to www.uta.org at least weekly to check out the Affiliates and other services and discounts available to UTA members.

If you have some ideas to grow membership or want

to be on the Membership Committee, please let me know. My contact info is: office phone: (940) 591-4087; fax (940) 591-4091; email: ckendall@pacar.com.



Craig Kendall

The UTA Annual Convention is set for Savannah, GA, Nov. 2-5. This year's meeting will feature keynote speaker Rudy Ruettiger, the basis for the movie *Rudy*. The movie tells the story about a guy who didn't have the grades to get into Notre Dame, let alone the size to play football there. If you've seen the movie you know Rudy suffered and worked to just get into Notre Dame, much less make the football team. It looked like he wouldn't ever get to play in a game. Finally the last home game of his senior year, he gets into a game for one play. This is a great story.

The UTA Annual Convention has become one of THE industry events to attend. You need to be a part of it. More and more dealers, fleets, OEMs, component reps, trade magazines/truck sales publications, training providers and other affiliates are coming. Don't miss out.

Thank you for your participation and support of membership in the Used Truck Association.

Craig Kendall
Chairman - Membership/Affiliates Committee
ckendall@pacar.com

WELCOME New Members!

Robert Gianantonio, Atlantic Truck Center, Ft Lauderdale, FL
Shawn Wise, Brickyard International Trucks, Indianapolis, IN
John Burger, Commercial Truck Source, Shoemakersville, PA
Bob Barton, Glencoe Heavy Truck & Equipment Sales, Cockeysville, MD
Robert Emslie Jr, Hitachi Capital America, Norwalk, CT
Luis E Tejada, Inter-State Truck Center, Hartford, CT
Randy Gordon, Inter-State Truck Center, Hartford, CT
Tony Mohler, Interstate Trucks, LaVergne, TN
Steve Brown, KCR International, Kansas City, MO
Sheryl Younblood PHD, Knighttime, Scranton, PA
Doug Phillips, SelecTrucks of Dallas, Dallas, TX
Greg Johnson, SelecTrucks of Denver, Henderson, CO
John Valle, SelecTruck of Harrisburg, Harrisburg, PA
Mike Tew, SelecTrucks of Jackson, Richland, MS
Steve Sexton, SelecTrucks of Las Vegas, Las Vegas, NV
Mike Keith, SelecTrucks of Little Rock, N. Little Rock, AR

Bob Zeppenfeldt, SelecTrucks of Los Angeles, Fontana, CA
Glen Mears, SelecTrucks of Omaha, Council Bluffs, IA
Brad Parker, SelecTrucks of Springfield, Springfield, MO
Dominick Augustine, Sun State International Trucks, Tampa, FL
Steve Sonogo, Trax Trux, Brunswick, OH
Jim Johnston, Unimark, Joplin, MO
Bill Paige, United Equipment Funding, Henderson, CO
Victor Manilla, United Equipment Funding, Henderson, CO
Ray Gamboa, United Equipment Funding, Henderson, CO
Mike Martin, United Equipment Funding, Henderson, CO
Eric Johnson, United Equipment Funding, Henderson, CO
Larry Johnson, Wisconsin Kenworth, Menomonie, WI



KOLMAN'S KORNER

In case you missed some of the *Zen Thoughts For Those Who Take Life Too Seriously* which has been making the rounds via the Internet:

1. A day without sunshine is like, night.
2. On the other hand, you have different fingers.
3. I feel like I'm diagonally parked in a parallel universe.
4. Honk if you love peace and quiet.
5. Remember, half the people you know are below average.
6. He who laughs last didn't get the joke.
7. Depression is merely anger without enthusiasm.
8. The early bird may get the worm but the second mouse gets the cheese in the trap.
9. I drive way too fast to worry about cholesterol.
10. Monday is an awful way to spend 1/7 of your week.
11. A clear conscience is usually the sign of a bad memory.
12. Change is inevitable, except from vending machines.
13. Get a new car for your spouse. It'll be a great trade!
14. Plan to be spontaneous tomorrow.
15. If you think nobody cares, try missing a couple of car payments.
16. What is the speed of dark?
17. How do you tell when you're out of invisible ink?



David A. Kolman

18. If everything seems to be going well, you have obviously overlooked something.
19. When everything is coming your way, you're in the wrong lane.
20. Hard work pays off in the future. Laziness pays off now.
21. Everyone has a photographic memory. Some just don't have film.
22. If Barbie is so popular, why do you have to buy her friends?
23. Eagles may soar, but weasels don't get sucked into jet engines.
24. What happens if you get scared half to death twice?
25. I used to have an open mind but my brains kept falling out.
26. Why do psychics have to ask you for your name?
27. Inside every older person is a younger person wondering what happened.

David A. Kolman
Editor
"UTA Industry Watch"

Industry Events Calendar

September 18-25

Technology & Maintenance Council Fall Meeting

Valley Forge Scantican Convention Center
King of Prussia, PA

www.truckline.com; (703) 838-1763



October 5-8

National Trailer Dealers Association Convention

Siena Spa Hotel Casino
Reno, NV

www.ntda.org; 800-800-4552

October 13-15

The Truck Show Latino

Fairplex
Pomona, CA

www.truckinginfo.com; (800) 233-1911

November 2-5

Used Truck Association Convention

Hyatt Regency
Savannah, GA

www.uta.org; (941) 492-2429

Polk
Automotive Intelligence™

USED TRUCK REGISTRATIONS

Q2 - 2005

GVW	Used Trucks
3	32,300
4	10,973
5	5,250
6	11,530
7	10,932
8	63,037

Statistics provided by R.L. Polk & Co. based on their Used Truck Indicator. Republication in whole or in part is prohibited without written consent from R.L. Polk & Co.

For more information about Polk's Used Truck Indicator, please contact Polk at 1-800-GO-4-POLK or truckteam@polk.com.

Register Now For The

UTA

**6th Annual
Convention**

Used Truck Association
877-438-7882 • www.uta.org

November 2–5, 2005

Hyatt Regency Savannah • Savannah, Georgia

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