

UTA INDUSTRY WATCH

Volume 7, Issue 10

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

October 2005

President's Message...



Our prayers are for the victims of the Gulf Coast tragedies, the support services and volunteers. For all the UTA members in that area, please contact us and let us know how we can help. Feel free to use my office as a call center. That phone number is: 888-808-2700. I can assure you, we will respond. I have instructed my staff how to handle your calls.

That said, isn't it strange how every so often an athlete or a person in the business world comes along and just stands out from others? It always seems that they just fit their team or company: Michael Jordan, Tiger Woods, Joe Montana and Billie Jean King for example. These athletes came along and performed at a level of expertise that caused us all to know of them and will remember and appreciate them for years to come.

In the business world, Lee Iacocca, Bill Gates, Martha Stewart, Oprah Winfrey and many others might not be as well known, but made equally the same impact in their particular industry.

In our own association we have been blessed with the same type of person. Justina Faulkner Nadolson. She became a UTA member back in the mid-90s. Immediately, she was voted on the board of directors and was asked to serve as UTA Secretary. She has held that position ever since and performed

at the high level of accomplishment that has helped our association build the infrastructure it needed to begin the steady growth the UTA enjoys today.

Justina has served the UTA and the used truck industry very effectively and professionally for nine years. She has written a number of articles for our newsletter that made differences in people's careers and I'm sure, personal lives. She has skillfully worked behind the scenes, and without any acknowledgement, being a part of a number of publications that have benefited the used truck industry.

Justina has earned her position within the used truck industry, an industry that for many years has been known as a man's world. She, and many other women, have certainly changed that point of view; a welcome change I might add.

I have included in this column a memo Justina sent me a while back, which I chose to hold onto until now. Some of it is old news but it shows her professionalism.

She will be leaving the UTA board of directors in November. She has agreed to continue offering her expertise in supporting the efforts of her husband, Ethan Nadolson - who remains on the UTA board, and the UTA. As UTA president, I can assure you, she will be missed. (Ethan, you are a lucky man!)

Now, we must look for another Justina to take her

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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.

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UTA 6th Annual Convention



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



IF MONEY IS NO OBJECT....

Don't make your hotel reservation for the UTA convention until after October 7th when the rate will go from \$149.00 to \$249.00 a night! For two years in a row UTA has **sold out** of hotel space for the annual convention and booking early is a way to guarantee space and save money! If you plan on attending pick up the phone and book your room today. 800.233.1234 or www.uta.org.

OUR SPONSORS HAVE STEPPED UP TO THE PLATE AND HIT A HOME RUN!

The following sponsors, as of September 12, 2005, have made a commitment to making this year's convention the best ever.

The UTA sincerely thanks 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 Corporation
Eaton Corporation
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
Kenworth Truck Company
Mack Trucks
My Little Salesman
National Auto Research - *Black Book*
National Truck Protection
Onewaytrailers.com
Overland Truck Sales
PacBrake
Penske Truck Leasing
Peterbilt Motors Company
Premium 2000 Plus Warranty
R.L. Polk & CO.
Ritchie Bros. Auctioneers
SOARR/Interstate Online Software
Sterling Truck Corporation
The Truckers Choice
Truck Market News
Truck Remarketing Services
Truck Paper

Truckmovers.com
Utility Trailer Sales Of Dallas
Used Truck Inventory.com
Volvo Trucks North America
Weldon Manufacturing
Western Star Trucks
Wholesale Trucks Of America



Charity Golf Sponsors

Bennett Motor Express
Bennett Truck Source
Best Used Trucks
Best Used Trucks Of Kansas City
Bruckners
Champion Truck & Trailer
Chicago Mack Sales & Service
Crook Motor Co.
Enterprise Rent-A-Truck
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
Sterling Truck Corporation
The Truck Blue Book
Tim Ormsby
Truck Center Of America
Truck Paper
Truck Trader Online
Volvo Trucks North America

Important Message For UTA Convention Sponsors

You will soon be receiving a letter giving you guidelines for making presentations and setting up in the Informational Center at this year's convention.

Additionally, all presentations will use a UTA power point template to assist with the flow of the meeting.

Please note that the hotel has a handling charge of \$2.50 per package for all packages sent. If you are sending brochures or premiums for the literature tables, please mail to arrive no sooner than Oct. 27 to:

Hyatt Regency Savannah
Two West Bay Street
Savannah, GA 31401
Attn: Guest's Name
Guest's Arrival Date
UTA Annual Convention

Deliveries will NOT be accepted if the shipper requires assistance from the hotel staff to load or unload materials.

Arrangements for the delivery and storage of large packages - more than 30 pounds - may be made in advance through Host South; phone (912) 232-6373.

Unlike past years' conventions, it will be each company's responsibility to pick up their deliveries and put them on display.

Thank you for your cooperation.



INDUSTRY NEWS BRIEFS

Bank of America Business Capital is providing a \$25 million revolving loan to **Cobalt Finance**. The asset-based loan will be used to refinance existing debt and provide for ongoing expansion. Bank of America will also provide cash management products and services.

Dana's Commercial Vehicle Systems group has introduced three new Dana Spicer tridem drive axles designed to reduce lifecycle costs and improve reliability. The T69-170HP Series, rated up to 200,000 lbs GCWR, is intended for construction, heavy haul and logging applications. The T78-190P Series, rated up to 240,000 lbs GCWR, is designed for oil field and mining applications that often require superior traction and a high gross weight capacity. The T78-590P Series, rated up to 240,000 lbs GCW, is suited for vocational applications requiring high gross weight capacities in combination with high numerical ratio availability. The three models each carry a 3-year/350,000-mile warranty.

Freightliner Trucks' ReadySpecGo program for its Business Class M2 106 vocational trucks offers a 45-day delivery time and extended three-year/unlimited distance warranty on pre-spec'd, ready-to-order trucks for pick-up and delivery, dump or flatbed applications. Limited options are available. The program trucks feature MBE900 engines rated from 190 to 230 hp, Freightliner axles and Allison automatic, Mercedes-Benz manual MBT and AGS transmissions.

Freightliner Trucks is making factory-installed Meritor front drive axles, which allow for an all-wheel-drive (AWD) option, available on its Business Class M2 106 and 106V trucks powered by MBE900 or Caterpillar C7 engines. The front drive axle option can be activated by the operator and can be engaged at or below 10 mph or while the vehicle is coasting on a level grade.

International Truck and Engine Corp. has introduced

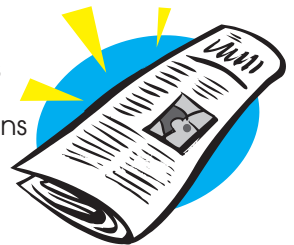
its new International 4100 Class 5 conventional truck, intended for a wide variety of applications such as construction, landscaping, flatbed operations, service body, dry van and utility service needs.

Built on a low-profile frame for easy loading and unloading and available in 17,800-pound and 19,500-pound GVW models, the new truck comes standard with an International VT-365 engine rated 230 hp and 540 lb-ft of torque and an Allison 1000 Series transmission.

International Truck and Engine Corp. will begin production of a new heavy duty aerodynamic conventional highway tractor in early 2007. Designed for driver comfort, safety, fuel efficiency and long service life, the tractor is intended for small to medium-size fleets and owner-operators. The new model, which has not been identified, will replace the company's 9400 Series aerodynamic conventionals.

Mack Trucks has added a day cab and 70-Inch Mid-Rise versions of its new Rawhide edition, which was introduced earlier this year in a 60-Inch Mid-Rise configuration. The Rawhide is a premium version of the Mack CH model, aimed at local and regional haulers.

Volvo Trucks North America has introduced its new VT800, a heavy daycab. Like its long-haul brother the VT 880, the 134-inch BBC VT 800 daycab comes standard with the most powerful engine in the industry, the Volvo D16, with up to 625 hp and 2,250 lb-ft of torque. Cummins ISX engines rated at 475 hp to 565 hp and 1,850 lb-ft of torque are optional. The D16 has the Volvo Intelligent Torque (I-Torque) which controls the amount of engine torque delivered to the driveline in any gear, allowing the spec'ing of an optimized rear axle and suspension combination.



'Fundamentals' Graduates

The UTA congratulates the 17 graduates of the August 2005 session of its *Fundamentals of Used Truck Sales* training program. The UTA would also like to thank their dealer owners and managers for investing in their employees as they launch their used truck sales careers. Please join us in wishing them good luck and much success in their new careers as professional used truck sales representatives.

The names of the graduates and their dealerships and locations are listed below the group photo, shown below.

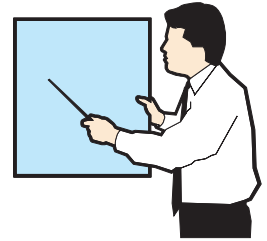


Left to Right: Herb Aaberg, Rush Trucks, Denver; Chris Durnke, Quality Truck Care, Appleton WI; Sarah Saffreed, Wholesale Trucks of America, Kansas City; Bill Calhoun, International Kansas City UTC; Dan Farah, M & K Quality Truck Sales, Byron Center, MI; Mike Murray, International Charlotte UTC; Reid Cheatham, AmeriTruck, Charlotte; Bobby Balda, Quality Truck Care, Oshkosh, WI; Kevin Heersink, Enterprise Truck Rental, St. Louis; Larkin Woodard, Kenworth of Tennessee, Nashville; Dennis Reed, SelectTrucks of Kansas City; Tonya Reese, Wholesale Trucks of America, Kansas City; Steve Pooley, Regional International, Buffalo, NY. Not Pictured: John Stanfa, International Chicago UTC; Eric Constantino, Seabrook Truck Center, Seabrook, NH; Tony Marrocco, Regional International, Henrietta, NY.

SALES

You, And Nobody Else But You

There is one competitive advantage you have over all your competitors: you.



Show your prospects and customers that when they buy from you, they're getting valuable assets unavailable from any other salesperson, advises veteran sales and marketing professional Hal Lawrence. Not only does this distance you from the competition, it takes the focus off of price.

Lawrence offers these tips for demonstrating your value to any deal:

- Be a resource and provide new ideas and helpful information.
- Communicate regularly.
- Demonstrate your experience, especially with similar customers and applications.
- Counsel them and offer customized solutions, alternatives and options.
- Be accessible
- Promptly return phone calls, e-mails, inquiries, etc.
- Take responsibility for problems and get matters resolved quickly.
- Display a professional image in your appearance and all sales materials.

UTA Professional Education Courses



Upcoming Sessions

Professional Used Truck Management

For: Managers having used truck responsibility and management candidates.

What: Focus is on developing sales and marketing, inventory control and employees.

Where: Baltimore, MD

When: October 5-7, 2005

Why: Increase sales, profits and turns. Lower costs and improve employee performance.

Cost: UTA members \$615.50; non-members \$680.

Professional Used Truck Selling Skills

For: Anyone engaged in selling used trucks.

What: Focus is on building relationships, qualifying, selecting and presenting, handling sales, overcoming objections, negotiating, and closing.

Where: San Antonio, TX

When: November 17-18, 2005

Why: Sell and deliver one more truck per month - every month, and increase gross profits by 10%.

Cost: UTA members \$385.50; non-members \$425.

To register or for more information, contact Paul Spokas at the HDMA Academy (336) 643-1961, or visit www.UTA.org or www.hdmains.com.

Industry Events Calendar



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

December 2-4

American Towman Exposition

Baltimore Exposition Center

Baltimore, MD

www.towman.com; 800-732-3869

BOARD NEWS & VIEWS.



Ethan Nadolson

Tis the month before convention and all thru our house, not a creature is sleeping not even a mouse... or keyboard for that matter!

With the convention nearing, my wife, Justina, and I share the enthusiasm that many of you have expressed to us as Chairpersons of the convention. Our committee has been

working on final details for the convention and has an excellent program lined out for you.

At the convention you can expect to network with some of the industries finest used truck professionals, participate in round table "Think Tank" discussions, and meet the real "Rudy" Reutigger, perhaps the most famous graduate of the University of Notre Dame. His story was made famous in 1993 by TRISTAR Productions with the blockbuster film, RUDY.

Rudy is a powerful and dynamic speaker—don't miss him!

The UTA 6th annual convention in Savannah, Georgia is off to a roaring start and, with the help from Sue Dorso and our volunteers, we are slated to have the highest assembly of Used Truck professionals anywhere in the country.

So far, we have far exceeded our sponsorship goals and we have close to 300 folks already registered to attend and expect around 400 by convention time!

Excitement is in the air and we are committed to giving you the best convention ever.

I mentioned our volunteers earlier, and I would like to recognize a couple of individuals that work behind the scenes and deserve some major applause. From collecting and processing convention registrations, stuffing binders, fielding phone calls, maintaining databases, and much more, Shawna Duncan and Tiffany Godsey, from American Trucker, are invaluable to the success of the UTA convention. We owe them a debt of gratitude for their service to our organization.

Marty Crawford is another that sometimes goes without recognition. Marty is the UTA Treasurer and has the enormous job of processing, tracking, and collecting all of the sponsorship, membership, registration, and other monies for the convention and charity golf tournament. His quiet, thoughtful approach to UTA issues is appreciated by us all.

Without the support of these great men and women, the UTA convention would not be possible. Thank you for all of your hard work, dedication, and determination to make this convention a success.

Justina, the Board of Directors, and I look forward to seeing you in Savannah. Let's make this convention "Greeeeeat!"

*Respectfully,
Ethan Nadolson
UTA Convention Chairman*

KOLMAN'S KORNER

Some selections from the Most Disliked Words by Truck Industry Journalists, maintained by the Truck Writers of North America. You might want to review your news release before sending it out.

- Aimability
- Practicability
- Real world
- Summarization
- Refacilitize
- Excellent rideability
- Customizable
- Clean sheet of paper

- Robust
- New from the ground up
- We listened to our customers
- Increased fuel efficiency
- Best in class
- Near-miss (isn't it near hit?)
- Ruggedize
- Breaking new ground
- Pushing the envelope



David A. Kolman

*David A. Kolman
Editor
"UTA Industry Watch"*

- Quintessential Quote -

"I use not only all the brains I have, but all I can borrow." – Woodrow Wilson

FILE CABINET

Satellites, service support and trucks. Volvo Trucks North America is combining its high-tech Volvo Link satellite communications system with its technical support resources as standard equipment for its flagship owner operator truck, the VT 880 tractor, on 2006 models. This new service, called Volvo Link Sentry, monitors the VT 880's onboard computers to track vehicle fault codes. If a fault code is active for more than a predetermined amount of time (usually five minutes), a message is sent with all the active fault codes to Volvo Action Service (VAS), Volvo's 24/7 roadside assistance service. VAS personnel review the codes and determine if any corrective action should be taken immediately. VAS then contacts the driver, either by cell phone or through the Volvo Link communications display on the truck's instrument panel. VAS will explain what the fault code means and actions the driver should take, and will assist the driver in scheduling service at a Volvo dealership.

That cell phone knows where you are. Penske Truck Leasing's Fleet InSite system is an easy-to-use, low-cost vehicle-tracking system that enables customers to locate their trucks quickly via the Fleet InSite website. Fleet InSite applies GPS and cellular technology to locate vehicles on-demand. Fleet managers can locate, or "ping," a vehicle and access its location history, including the date, time, speed, latitude/longitude, travel direction and address, for each time it has been pinged.

No more fire trucks. Freightliner intends to divest its American LaFrance fire and emergency services manufacturing business unit. Acquired in 1995 as part of a corporate expansion, American LaFrance operates six manufacturing facilities and five owned

dealer locations across the U.S. and produces and distributes a line of fire and emergency apparatus including chassis, aerials, ambulances, pumpers, rescues and tankers.



A better bearing. Dana's Commercial Vehicle System group's new Dana Spicer XC Center Bearing has an innovative design that simplifies installation and alignment of multiple driveshaft assemblies for vehicle manufacturers, and improves reliability and durability through more efficient overall service life.

Website teaches 4-wheelers about sharing the road. The American Trucking Assns.' new *Share the Road* website is aimed at educating motorists about the safest ways to drive alongside tractor-trailers. The site's main objectives are to teach the motoring public about large blind spots that surround 18-wheelers, and to educate drivers on safe following and stopping distances when traveling near large trucks. By visiting www.atastr.org motorists can also learn how to avoid the hidden dangers of driving on busy highways and city streets.

Online financing for Internationals. Commercial Truck Financing has online lease applications on its website: www.commercialtruckfinancing.com. These applications can be used for any of its four leasing programs for International Trucks - the Easy Start which requires very little down and has low payments for the first six; Deferred Payment which defers the first payment for a few months; Escalating Payment which allows the payment to grow as the business grows; Skip Payment which allows skip payments in situations where a business is slow or seasonal.

NEW ADDITIONS

Marc and Kristi Hess are proud to announce the arrival of Emma Corrine Hess. She was born on 8/29/05 at 3:00 a.m. weighing in at 7 pounds 7 ounces and measuring 19 inches long. Both Mom and baby are healthy and doing well.

Kriete Group, a Milwaukee, WI-based Mack Trucks distributor, has opened two new dealerships: a 32,000-sq ft facility, complete with a full drive-thru wash bay capable of handling an entire tractor-trailer, near Green Bay, WI; and a 29,000-sq ft. facility in Racine, WI. With the new facilities, the Kriete Group now has five dealerships serving East-Central Wisconsin, including the Milwaukee location and facilities in Fond du Lac and Madison.

Rush Enterprises has acquired certain assets of Fountain Motor's GMC and Isuzu medium-duty truck dealership in Orlando, FL, and will open a Rush Truck Center in Nashville, TN, which will have a 55,000-sq ft, 40-bay service department, 27,000-sq ft parts department and 27,500-sq ft, 16-bay body shop.

Volvo Trucks North America has opened a new parts distribution center (PDC) in Baltimore, MD. It joins Volvo's existing PDCs in Reno, NV; Memphis, TN; Columbus, OH; Chicago, IL; Dallas, TX; Toronto, Ont., Canada.

HONORS

Jim Sundy's career and contributions to the used truck industry were recognized at the 30th Annual Truck Blue Book Workshop Sept 16th. Later this year Jim will be retiring.

Bendix Commercial Vehicle Systems has announced that all of its North American manufacturing facilities received ISO/TS 16949 certification, the trucking industry's most recognized international standard for quality management systems.

MHC Kenworth - Denver has been recognized as Kenworth Customer Support Dealer of the Year for the U.S. and Canada. Kenworth's Regional Customer Support Dealers of the Year, by region are: Canada - Edmonton Kenworth, Edmonton, Alb.; Great Lakes - Wallwork Kenworth, Fargo, ND; Northeast - Truck Enterprises, Harrisonburg, VA; Southeast - Cooper Kenworth, Hickory, NC; Western - Kenworth Sales Company, Salt Lake City, UT. MHC Kenworth - Denver was also the Central regional winner.

Peterbilt's Denton, TX, manufacturing facility, which builds all seven of the company's heavy duty truck models, is celebrating its 25th year of operation.

President's Message...

(Continued from page 1)

place. You must get involved and help to assure the UTA continues to take advantage of the efforts and accomplishments Justina has set in motion. Change is healthy and can be prosperous if everyone gets involved. Justina helped to create the light at the end of the tunnel. Now we can see clearly what needs to be done.

On a very personal note, THANKS, Justina, for making Bear and me look good as UTA presidents.

Please don't forget to offer help to our UTA members on the Gulf Coast. With pride and thanksgiving, your

association donated \$5,000 to the Red Cross.

Thanks to all of you who are members of the UTA and gave us the privilege of giving to the relief fund. Along with helping others, we need to take care of our own.

In the thought of giving, let's remember the words of Washington Irving: "A kind heart is a foundation of gladness, making everything in its vicinity freshen into smiles."

-- Eddie Walker
UTA President

MEMORANDUM

Date: June 1, 2005

To: Eddie Walker, UTA President
UTA Board of Directors

From: Justina Faulkner

As many of you know, Ethan Nadolson and I recently got engaged and will be getting married on June 8 in Oahu, Hawaii. We figure if we can plan three consecutive UTA Conventions together without having an argument, being married should be a piece of cake!

Seriously, we are very excited about our upcoming nuptials and future together. Thanks to all of you we have spoken to who have shown your support - it really means a lot.

In conjunction with this event, I have also announced my intentions to retire from American Trucker effective July 1 to pursue personal interests.

I have discussed with Eddie my plans to complete my current board term and office of Secretary through November. From now until then, my focus will be on implementing systems and assisting the board with transition issues. The by-laws prohibit me from running for another term because I will no longer be "in" the trucking industry.

Kyle Eggert, Publisher of American Trucker, has agreed to continue our support of the UTA. All current systems that are in place will remain, so there will be minimal disruption to UTA business. After July 1, I will be going to American Trucker each week (usually Wednesday mornings) to work with various individuals on the UTA duties that they assist me in performing. I will also be available by e-mail and cell phone to anyone who needs me.

It has been a pleasure to serve on this board for the past 9 years and exciting to have been an integral part of so many of the achievements we have realized together. As I have expressed to Eddie, I plan to continue being a resource to the UTA as I assist Ethan in his efforts as a Board Member.

Thanks to everyone for the friendship and support and I look forward to watching the UTA's growth and continued success.

Register Now For The

UTA

**6th Annual
Convention**

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

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