
UTA INDUSTRY WATCH

Volume 4, Issue 7

July 2002

Mark Your Calendar

UTA Convention Nov. 7-9, 2002

**'Revisiting the
Fundamentals of the
Used Truck Industry'**

Arlington Resort Hotel & Spa
Hot Springs, Arkansas

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How are **YOU**
supporting the UTA?

President's Message

How many of you have taken the time to look at the UTA website lately? If you haven't, you need to. We've completely changed it and given it a new look. The website is easy to use, very informative and a pleasure to visit.

Plus, you can find out everything you need to know about our upcoming convention, and can even easily register online.

Speaking of our convention, the agenda is set, we have activity in the sponsorship area and there seems to be a lot of interest and excitement. Dan Baker, our featured convention speaker, is excited about participating. Justina Faulkner, Vince Anselmo and the rest of the convention committee are doing a super job.

By way of reminder, we need some help with articles for our newsletter. We welcome ideas for subject matter. Help your fellow members learn from your experiences. Share your successes and accomplishments. We only own what we can give away and/or share with others. In doing so you will be rewarded many times over.

Financing still remains the highest hurdle to cross for we dealers but we are getting a few deals done. Demand for our products is high in most areas and does not show indications

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3rd Annual UTA Convention

Nov. 7-9, 2002

'Revisiting the Fundamentals of the Used Truck Industry'

**Arlington Resort Hotel & Spa
Hot Springs, Ark:**

Here is a partial listing of some of the business activities planned for the convention:

- State of the Used Truck Industry report.
- Guest speaker: nationally recognized speaker Dan Baker.
- Economic Summit featuring used truck buyers.
- Allied Member program with industry suppliers and vendors offering updates and developments about their products and services.
- "UTA Think Tank Continues" with roundtable discussions on warranty/trade terms, successful used truck management, 'best' finance practices, among other topics.
- Presentation of the UTA's annual Marvin F. Gordon Lifetime Achievement Award which recognizes individuals who have made numerous and significant contributions to the used truck industry.
- "Fundamentals of a Used Truck Manager" session moderated by David Haddox, president of Hiring Solutions - a Phoenix based consulting firm that specializes in the selection and screening process of new employees.

For additional convention details, and information on sponsorship opportunities, contact Sue Dorso at 701-293-6941.

Protect Your Investment

Purchasing a used truck today is a major investment for anyone, whether you're an owner operator or a large fleet. You may become the 2nd, 3rd or even the 4th owner of your recently purchased vehicle. Before your purchase of this vehicle you were probably wondering how mechanically sound the truck was and how the previous owner took care of it. This information is not always available or accurate. Let's face it, before purchasing a home, most lenders require that you have the house inspected before you close with the seller: why don't most truck lenders? When making an investment in your livelihood shouldn't you have this investment inspected?

Truck chassis inspections are nice to have and they will tell you quite a bit, such as tire depth, body damage and general condition. However, the heart of your vehicle is the engine. Unless an engine is completely torn down, minor as well as serious problems can go undetected causing expensive problems down the road.

There are experts who can pick up the sometimes subtle signals an otherwise healthy engine may put out prior to an impending failure: find such an expert and utilize them. Then, while having the engine inspected, it makes good business sense to have the other three major powertrain components (transmission and both rear axles) inspected as well.

Once all the major components of your new truck are inspected there is no guarantee that a failure will not occur. Protect your investment: Go out and get good warranty coverage from a reputable company that provides real coverage on items likely to fail with no hidden fees or exclusions.

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(877-438-7882)

President's Message (continued)

of starting to head in the other direction in the near future.

Inventories remain low at most lots, which creates lots of interest at auctions and extensive shopping for most of us. Clean, low mileage, any brand, remains to be the number one attraction. Finance companies' inventories are being lowered as well.

My hat is off to everyone that has survived the past two years. This is directed to not just truck sellers, but the users also. It is no small accomplishment to overcome the challenges that you've faced. The used truck industry is made up of quality people.

Theodore Roosevelt was right when he said: "It is not the critic that counts, not the man who points out how the strong man stumbled or where the doer of deeds could have done better. The credit belongs to the man who is actually in the arena; whose face is marred by dust and sweat and blood; who errs and comes short again and again; who knows the great enthusiasms, the great devotions and spends himself in a worthy cause; who, at best knows in the end the triumph of high achievement; and who, at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who know neither victory or defeat."

You have come through a tough time and victory is yours.

Lets go sell some trucks.

-- H.E. "Eddie" Walker
President, UTA

Protect Your Investment (continued)

There are only a few consumer-driven warranty protection plans out there that will give you real protection in the event of a failure. First, do your investigation before the inspection takes place. The company supplying the warranty coverage usually specifies the inspection process. Most warranty companies will not accept another's inspection. A good "Rule-of-Thumb" is that the more through the inspection process, the more superior the warranty coverage will be for you, the buyer of the used truck.

Warranty plans come in various "flavors" of coverage. Make sure you select the coverage appropriate for the type of use you have, the type of driving you do and most importantly the amount of risk you're willing to take with your livelihood. After all, when your truck breaks down, it's you that's out of work - not the warranty company. The best warranty plans cover all internally lubricated parts, the air compressor, injectors and the turbocharger; and allow your truck to be fixed without returning to the selling dealership. Premium warranties also offer coverage for items that fail by "wear-out".

Wear-out is what happens to the components of your engine as your truck ages. It's an inevitable phenomenon and well known to the truck and engine manufacturers as it's one of the main factors used to design components: how long they will live. However, sometimes the parts wear out faster than planned and no longer can perform the functions for which they were designed. Most engine warranties will only cover you for failures caused by manufacturing defects or defects in workmanship. When a part fails due to wear-out, there are no manufacturing defects or defects in workmanship - and you may be stuck, even though you have a warranty. One example of this type of failure would be excessive oil consumption as the rings in the engine wear.

In conclusion, protect yourself with a thorough, independent, powertrain inspection before you purchase the truck and insist that the selling dealer perform any repairs recommended by the inspection company. Finally, purchase a warranty plan with complete "real" coverage that will give you the peace of mind that wherever you are, you're covered.

-- Vince Anselmo
National Truck Protection

Re-Scheduled

‘ Fundamentals of Used Truck Sales ’

Now set for: Cleveland, Ohio
August 7-10, 2002
Sheraton Airport Hotel
5300 Riverside, Drive
Cleveland, OH 44135

The “Fundamentals of Used Truck Sales” is a UTA training course designed for both new and/or inexperienced truck salespeople. It is intended to help them master the skills necessary for success in used truck sales.

For details, contact HDMA, Jamestown, NC:
Phone toll-free: (866) 454-4362
Fax: (336) 454-1232
E-mail: HDMA@aol.com

Used Truck Association
P.O. Box 603
Indianapolis, IN 46206

Nominees Sought For UTA’s Annual Industry Service Award

Deserving individuals are being sought for the UTA’s Marvin F. Gordon Lifetime Achievement Award. The annual award recognizes individuals who have made significant contributions to the used truck industry.

To qualify for the Award, a candidate must have a proven career record of accomplishments within the used truck industry, have demonstrated his capacity for maintaining the highest business practices and standards, and have advanced the goals and objectives promoted by the UTA.

Nominations for the Award may come from anyone, including the nominee. Membership in the UTA is not a requirement.

This year’s Award will be presented during a dinner banquet at the UTA’s annual convention, Nov. 7-9 at the Arlington Resort Hotel & Spa in Hot Springs, Ark.

For an Award nomination form, visit the UTA’s web site at www.uta.org or contact UTA Vice President Doug Dressen at 651-260-6878. Deadline for nominations is Aug. 23, 2002.