



# INDUSTRY WATCH

Volume 4, Issue 9

Contact the UTA @ 1-877-GETS-UTA or [www.uta.org](http://www.uta.org)

October 2003

## President's Message...

The month of September was a busy month. The *Truck Paper Forum*, which had a very high attendance in Nashville, drew interested used truck people from all across the United States. All were eager to meet someone new to network with or to just pick up that one little idea that would make a difference back at their own store. Being together with old friends and talking about the used truck business was enough for most. Lee Chapin and his crew have done a splendid job of creating a meeting place for this to happen.

Next came the Blue Book Workshop in Tucson and, once again, men and women came together to share their knowledge in help and support of the used truck industry. This was a three-day workshop where representatives from almost every major OEM and component suppliers, along with representatives from new truck dealers, independent used truck dealers and major financial institutions gathered. Terry Williams and the Blue Book staff always do a super job of pulling together the right people to get the job done. They also choose excellent locations to have the workshop, in order to offer just enough intrigue so that everyone not only works hard but also enjoys himself equally as much. Once again this has become a large work family.

Then came the Great American Truck Show in Dallas, the NTDA show in Phoenix and the National Association of Show Trucks in Fort Worth. My hat is off to the vendors that travel and work at all of these activities; everyone doing his or her part in making this industry what it is today.

And let's not forget our own convention in November. Attendance continues to grow. If you haven't made reservations, do so as soon as you can. It looks as if we are going to have a full house. The UTA convention should be the "end of the year finale." It will include not only a lot of the same people that travel to shows and events throughout the year, but will also have those people who

select to participate in only one or two events a year. As I mentioned in last month's message, the UTA has also become a large family and our convention has become our family reunion. Don't miss it! **I can assure you, someone will miss you.**

With fuel prices dropping slightly and reports of failing truck owners getting lower and lower, the signs of a better used truck market are beginning to show. New truck sales are still off from expected numbers but all indications show better days ahead. Used truck inventories seem to be lower than normal at most lots and sales are acceptable to good at a lot of dealerships. Low-mileage trucks (350,000 miles and below) are extremely hard to come by but are easy to sell and bring higher prices. Higher mileage trucks (650,000 miles and up) are more available, cost a little less but are enjoying a place in most local markets. Used truck warranties still prove to be an important ingredient in disposing of higher mileage trucks. Well-maintained used fleet type equipment proves to be good investments for some new and used truck dealers.

The number of Internet driven leads continues to rise in producing sales of used trucks. It's a new era in selling used trucks, folks, and us old dogs had better learn some new tricks. In learning a new way, we must keep in mind: "All the hardware in the world can be a mighty force, but the software of management skill, leadership and ethics matters more than ever" (John Ellis). **People still do business and buy from people!** It remains a **people business**. See you at the convention.

— Eddie Walker  
UTA President



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How are **YOU** supporting the UTA?

## SHARE YOUR NEWS

*UTA Industry Watch* is published monthly. Submissions, ideas and comments are most welcome.

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# THANK YOU

## UTA Convention Sponsors

The UTA sincerely thanks the following companies for their support through a commitment to the 4th Annual UTA Convention:

AMERICAN TRUCKER MAGAZINE/TRUCKER.COM  
ATD/N.A.D.A. OFFICIAL COMMERCIAL TRUCK GUIDE  
BEST USED TRUCKS OF COLORADO  
BEST USED TRUCKS OF TEXAS  
BLACK BOOK - NATIONAL AUTO RESEARCH  
CAG TRUCK CAPITAL  
CATERPILLAR  
COBALT FINANCE  
CUMMINS ENGINE COMPANY  
DEALERSWIN.COM  
FASTLINE PUBLICATIONS  
HEAVY DUTY MARKETING  
HIGHLINE CAPITAL TRANSPORTATION  
HTAEW.COM  
INTERNATIONAL TRUCK & ENGINE CORPORATION  
INTERSAFE, INC.  
INTERSTATE ON-LINE SOFTWARE (SOARR)  
KENWORTH TRUCK COMPANY  
MACK TRUCKS  
MANHEIM TRUCK AUCTION - FORT WAYNE & FORT WORTH  
VEHICLE AUCTIONS

NATIONAL TRUCK PROTECTION  
PAYLOAD MAGAZINE  
PENSKE TRUCKS LEASING - USED TRUCK SALES  
PETERBILT MOTORS COMPANY  
PREMIUM 2000 PLUS WARRANTIES  
R.L. POLK & COMPANY  
RITCHIE BROS AUCTIONEERS  
ROADRANGER - EATON & DANA CORPORATION  
SELECTRUCKS OF CHARLOTTE  
TAYLOR & MARTIN  
THE TRUCK BLUE BOOK  
TIM ROCK/GENERAL GMC  
TRUCK PAPER  
USA FLAP  
UTA/JEROME NERMAN FAMILY FOUNDATION  
UTILITY TRAILER OF DALLAS  
VOLVO TRUCKS OF NORTH AMERICA  
WHOLESALE TRUCKS OF AMERICA

## UTA Focusing On Medium Duty Market

The UTA is excited to announce the creation of a Medium Duty Committee to address this market of the used truck industry. Composed of experts in this field, the committee's charge is to define the market, educate UTA members about this market and serve as an on-going sounding board for the UTA.

The Medium Duty Committee is preparing a presentation titled *An Overview of the Medium Duty Market* for the UTA convention in November in Florida. (Information on this convention can be found at the UTA website: [www.uta.org](http://www.uta.org).)

The UTA's focus on the medium duty segment is a planned expansion of the UTA thrust in the used truck market.



The following is a list of members who are serving on the Medium Duty Committee:

- Duane Gerdin, Coffman Truck Sales
- Mark Sails, MidWest Truck Sales
- Todd Hayes, Enterprise Rent-A-Truck
- Bruce Meador, UD Trucks
- Randy Hackler, Prairie International
- Steve Taylor, Rush Enterprises
- Tal Matthes, KRC International Trucks
- Mike McMahan, International Truck and Engine Corp.
- Mike Rumsey, Mitsubishi Fuso
- Tim Rock, General GMC
- Steve "Bear" Nadolson, Nashville Peterbilt, committee chairman

## Final Used Truck Training Opportunities for 2003

### Workshop #1

- WHO:** For All Used Truck Sales Representatives
- WHAT:** **Professional Used Truck Selling Skills**
- WHERE:** Baltimore, MD
- WHEN:** October 20-21, 2003
- WHY:** Deliver one more truck every month at a 10% increase in profit.



### Seminar #2

- WHO:** Used Truck Managers, GM's & Dealer Principals
- WHAT:** **Professional Used Truck Management**
- WHERE:** Ft. Lauderdale, FL
- WHEN:** December 8-10, 2003
- WHY:** Sell more trucks, improve profits, improve job performance

**To Register:** Online at [www.UTA.org](http://www.UTA.org) or [www.HDMAinc.com](http://www.HDMAinc.com) • By phone: 866-454-4362



# 4th Annual UTA Convention

## “Come Meet The Used Truck Industry”

### November 6-8, 2003

Palm Coast Golf Resort  
Palm Coast, Florida

**LAST  
CHANCE  
TO  
REGISTER!**

## AGENDA

### Wednesday, November 5, 2003

- 1:00 p.m. **Board meeting**
- 6:00 p.m. **Board/spouse dinner**
- Evening **Meet & Greet** - Cash bar and hors d'oeuvres in resort hotel bar for all convention attendees

### Thursday, November 6, 2003

- 8:00 a.m. **Welcome Address** - Convention Chairman
- 8:15 a.m. **State of the Association** - President
- 8:45 a.m. **State of the Industry Address & Economic Forecast** - *Kenneth Vieth, ACT*
- 9:45 a.m. Break
- 10:00 a.m. **Sponsor Presentations**
- 11:30 a.m. Golfers depart for course
- 11:30 a.m. **Tour or Kayaking Adventure with Picnic**
- 12:30 p.m. **Shotgun Golf Tournament**
- 6:30 p.m. **Welcome Reception** - Cocktails and buffet;  
Sponsor Information Centers and **raffle prize drawings**



### Friday, November 7, 2003

- 8:00 a.m. **Opening Address** - President
- 8:05 a.m. **Industry Leadership Forum & Panel Discussions**
  - An Overview of the Medium Duty Market
  - Understanding & Selling Higher Mileage Trucks
  - Financing 101
- 10:00 a.m. Break
- 10:20 a.m. **Manufacturer Updates**
- 12:00 p.m. Lunch
- 1:30 p.m. **Keynote/Motivational Speaker** - *Frank Candy*
- 3:30 p.m. Break
- 3:45 p.m. **“Think Tank” Roundtables** - *Mileage; Marketing/Internet; Values/Selling; Warranty; and Management*
- 6:30 p.m. **Cocktail Reception**
- 7:30 p.m. **Awards Dinner**

### Saturday, November 8, 2003

- 7:30 a.m. **Farewell Breakfast**
- 9:00 a.m. **New Board of Directors meeting**
- 12:00 p.m. **“Putting for Scholars” - Charity Golf Tournament & Luncheon**  
*for educational endowment fund*  
(optional event at additional cost)

**For additional information about the UTA’s 4th Annual Convention, please go online to [www.uta.org](http://www.uta.org) or contact Justina, Shawanna, or Tiffany at 317-297-5500.**

**Sign Up Online at [www.uta.org](http://www.uta.org)!**

# 4th Annual Convention



**November 6–8, 2003**



**Palm Coast, Florida**

**UTA MEMBER FEE** **\$400.00**  
**NON-MEMBER FEE** **\$450.00**  
**\*SPOUSE/GUEST FEE** **\$200.00**

COMPANY REPRESENTATIVE \_\_\_\_\_

GUEST/SPOUSE \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

Enclosed is my check made payable to UTA for convention registration for \_\_\_\_\_ persons in the amount of \$ \_\_\_\_\_.

Please bill my credit card for \_\_\_\_\_ persons in the amount of \$ \_\_\_\_\_

Credit Card Type  MasterCard  Visa  American Express  Discover

Credit Card # \_\_\_\_\_ Expiration \_\_\_\_\_

Signature \_\_\_\_\_

*REFUND POLICY: Full refund if cancelled in writing before October 1st. Cancellations after October 1st will be subject to \$100.00 service fee per registrant. NO refund after October 30th, 2003.*

**Please register for the following events you plan to attend.  
(Don't forget to register your spouses)**

**WEDNESDAY, November 5th**

Meet & Greet \_\_\_\_\_

**THURSDAY, November 6th**

Breakfast Coupon \_\_\_\_\_

Golf & Luncheon \_\_\_\_\_

Handicap or average golf score \_\_\_\_\_

Kayak Tour & Lunch \_\_\_\_\_

St. Augustine Tour \_\_\_\_\_

Welcome Reception \_\_\_\_\_

**FRIDAY, November 7th**

Breakfast Coupon \_\_\_\_\_

Lunch \_\_\_\_\_

Awards Dinner \_\_\_\_\_

**SATURDAY, November 8th**

Farewell Breakfast \_\_\_\_\_

Mail completed form with payment to: Justina Faulkner, c/o UTA, P.O. Box 603, Indianapolis, IN 46206  
Or FAX to: Justina Faulkner @ (317) 299-1315

For more information call (317) 297-5500 and ask for Tiffany, Shawna, or Justina.

For information on sponsorship opportunities, call Sue at (941) 698-4285.

## INDUSTRY NEWS BRIEFS

**Dana Corp.** is expanding its state-of-the-art Heavy Vehicle Technology Center which houses the headquarters and R&D center for Dana's Commercial Vehicle Systems Group North America. The \$6 million project is due to be completed in early 2004.

**Eaton Clutch Div.** is offering its improved *Clutch Failure Analysis Guide*, a 46-page publication that uses full color photos and detailed descriptions to help identify and explain clutch field failures. It covers the full line of medium and heavy duty Eaton Fuller clutch products. A free copy can be downloaded at <http://www.roadranger.com/csee/MungoBlobs/clts1271-0603LR.pdf> (1.4 megabytes) or printed copies (\$20.00 per copy) can be ordered through the Roadranger fulfillment center. Order item number CLTS-1271 at <http://www.roadranger.com/litcenter/litcenter.htm>.

**Horton** has a long-term contract as sole supplier of fans, fan drives and other products to Paccar's North American OEM and aftermarket divisions.

**J.D. Power and Associates' 2003 Heavy Duty Truck Customer Satisfaction Study** found that 31% of respondents indicated they will definitely purchase a Class 8 truck in the next 12 months. That is up from 26% in 2002. The study also found that just 39% said they would repurchase the same make again, down from 44% in 2002. "While some of the upward sales momentum in 2002 may have been driven by the changing emissions regulations with 'pre-buying,' rising intentions to buy are a good sign for the industry," said J.D. Power's Linda Schulz. "However, with fewer customers committed to the same brand, manufacturers need to do more to distinguish themselves in the market and show a strong commitment to customer satisfaction to increase repurchase intentions."

**Kenworth** is now offering the enhanced Cummins ISL 8.9-liter, high-performance engine in ratings of 310 to 350 horsepower and 1,050 to 1,250 foot-pounds of torque for vocational and pickup and delivery applications. The new engine is reported to be up to 37% quieter than the previous ISL engine, due to pilot fuel injection and a revised gear cover.

**Lease Alliance** is a newly formed Bloomfield Hills, MI-based financial service company that will provide credit-risk customers financing for leasing or purchasing of medium duty commercial vehicles. It will specialize in "blemished credit leasing for any type of specialty vehicle that is required to generate income for the business owner such as tow trucks, dump trucks, bucket trucks, cranes and crane trucks."

**NNR Air Cargo Service (USA)** is a full-service international freight forwarder for air and ocean freight ([www.nnrusa.com](http://www.nnrusa.com)). It ranks 15th in the world among freight forwarders and can ship trucks via ocean from anywhere in the U.S. to anywhere in the

world. For further information, contact Rudy Jose Gonzalez at (913) 488-4476 or (913) 782-9950; fax at (913) 782-9958; e-mail at [rjgonzalez@nnrusa.com](mailto:rjgonzalez@nnrusa.com).



**Peterbilt** scored highest in customer satisfaction among over-the-road Class 8 trucks and in the vocational segment according to J.D. Power and Associates' 2003 Heavy Duty Truck Customer Satisfaction Study. Western Star was a close second. The study is based on responses from 2,675 primary maintainers of two-year-old Class 8 heavy duty trucks. Now in its eighth year, the study focuses on smaller fleets and owner-operators, with an average fleet size at a single location of 64 trucks. The study analyzes customer satisfaction in key areas such as vehicle performance, product quality, interior and exterior design, dealer parts and service support and manufacturer image.

**Roadranger Drivetrain System** has updated its Eaton Fuller Heavy Duty Solo (video CLSV-3001) and Easy-Pedal Clutch (video CLSV-4000) installation videos. These videos can be ordered on-line at <http://www.roadranger.com/litcenter/litcenter.htm>.

**Truck Repossessions** in the first half of 2003 declined compared to the same period last year, according to Nassau Asset Management's NasTrac Quarterly Index (NQI), which is based solely on the company's internal data and "provides a snapshot of recent recovery and sales activity." The company has tracked equipment values for several decades as a function of its nationwide remarketing operation, which recaptures and resells all types of assets including construction equipment, printing presses, machine tools and buses. First quarter 2003 data, when compared with the same quarter last year, shows there was a 36% decrease in repossessions of trucks and trailers. The second quarter data shows there a 32% decrease in repossessions.

**Volvo Trucks North America** has created Volvo Truck Leasing System with 160 service locations across the U.S. The new operation offers a complete line of Volvo trucks along with a menu of customizable offerings, including contract maintenance, full-service leases, finance leases, truck rentals and such support services as parts, tax service, tires, permits, licensing, fuel cards, road service and insurance.

**Western Star Trucks** has added six new dealers: Cambrian Truck Centre, Sudbury, Ontario, Canada; Truck Country of Rockford, Rockford, Ill.; Truck Country Quad Cities, Davenport, Iowa; Midway and Monroeville, Ohio; Empire Truck Sales, Columbus, Miss.; Heritage Equipment, Ashland, Ky. In March, Western Star announced that it had increased the overall size of its dealer network by 70 locations (35%) in 18 months.

## Inaugural UTA/Jerome Nerman Family Foundation Golf Tournament

Excitement is building for the inaugural UTA/Jerome Nerman Family Foundation Golf Tournament, to be held in conjunction with the Fourth Annual UTA Convention, on Saturday, November 8.

The golf event will be a net tournament allowing one's overall skills on the links to shine above all others and walk away with the trophy as the best golfer. In addition to an overall winner, someone will win closest to the pin and the longest drive competitions.

Entrance fees will be donated to the endowment fund to provide educational scholarships for UTA members. Sign up now, as bragging rights are on the line, by contacting Terry Williams at 800-654-6776 or [twilliams@primediabusiness.com](mailto:twilliams@primediabusiness.com).

The following companies have provided sponsorships for either the UTA/Jerome Nerman Family Foundation Golf Tournament or provided a donation to the foundation.

AMERICAN TRUCKER/TRUCKER.COM  
ATD/N.A.D.A. OFFICIAL COMMERCIAL TRUCK GUIDE  
BEST USED TRUCKS OF TEXAS  
BEST USED TRUCKS OF COLORADO  
CAG TRUCK CAPITAL  
CUMMINS ENGINE COMPANY  
DEALERSWIN.COM  
FORT WAYNE VEHICLE AUCTION  
HEAVY DUTY MARKETING ASSOCIATES  
HIGHLINE CAPITAL TRANSPORTATION  
INTERNATIONAL TRUCK & ENGINE CORPORATION  
INTERSAFE, INC.



KENWORTH TRUCK COMPANY  
MACK TRUCKS  
PAYLOAD MAGAZINE  
PENSKE TRUCK LEASING - USED TRUCK SALES  
PETERBILT MOTORS COMPANY  
RITCHIE BROS AUCTIONEERS  
SELECTRUCKS OF CHARLOTTE  
TAYLOR & MARTIN, INC.  
TRUCK PAPER  
UTILITY TRAILERS OF DALLAS  
WHOLESALE TRUCKS OF AMERICA

Sponsorship opportunities remain for you or your organization. To become involved as a sponsor, contact Terry Williams.

**The UTA sincerely thanks these companies for their support through a commitment to the 4th Annual UTA Convention.**

## PROFILING UTA PARTNERS

### SOARR Truck Sales and Management System



SOARR (Sold On Arrival) is a complete PC-based truck inventory management software system that can be networked throughout a dealership to manage critical and sensitive inventory data. Examples of information that can be tracked include complete specifications, 12 high quality photos per unit, previous owner, condition, warranty, tire and brake information, itemized expenses on individual units and archives of sold inventory and sales information.

Once a unit has been entered (approximately a five-minute process), management and sales staff can access powerful reports at the click of a button - professional specification sheets, email price quotes and informative aging and investment reports are just a few. SOARR dealers not only save valuable time and become more efficient, but they also ensure that their customers know they are committed to excellence.

**What about the Internet?** *Welcome to our domain.* In 1997, SOARR launched its first Internet truck locator system and websites for truck dealers nationwide. Today SOARR powers over 250 custom dealership websites and 20 online locator systems for companies such as *American Trucker*, *National Truck Protection*, *Caterpillar*, *Randall Publishing* and *Newport Communications*.

The dealers with custom websites have the unique luxury of never having to manually upload inventory to a website. They simply click a button and let the software update their site as well as the locators. Upon request, SOARR can also effortlessly upload to other industry sites such as *TruckersFastline.com* and the Kenworth and Peterbilt truck locators.

SOARR is dedicated to the UTA's mission and strongly believes in the principals it promotes. We will continue to support the industry and proudly maintain the [www.uta.org](http://www.uta.org) website. And of course, fellow UTA members will always enjoy a discount.

For more information about this powerful product and who uses it currently, visit our website at [www.SOARR.com](http://www.SOARR.com) or contact Ethan Nadolson at (740) 587-1695.

Thank you for supporting the Used Truck Association and allowing us the opportunity to serve you.

# Reasons To Attend The Convention



Next month, the UTA is hosting its annual convention and I want to give you reasons to attend. It's easy finding legitimate excuses not to go, and sometimes difficult finding reasons to attend.

**Reason #1:** Making new business contacts in a relaxed atmosphere. You can get to know what other people's needs and wants are and possibly buy or sell to others, and maybe even work out a trade package.

**Reason #2:** Stressing the ethics part of our organization should put people at ease while talking to each other knowing you will face them again at a future convention. Dealing with each other on an ethical basis is so important.

**Reason #3:** Problem solving is usually something that comes up during the roundtable discussions, and hopefully, you will find solutions to some of your problems. You may also be able to help someone who has a problem similar to one you had. That is rewarding.

**Reason #4:** Staying on top of our industry by listening to some of the fine speakers lined up for the convention. With the industry knowledge and insight you will gain, you will be able to put together your road map for next year and beyond.

**Reason #5:** Getting your batteries charged. Our motivational speaker is nationally honored in the business community and surely will hit on at least one or two items that you can take home and use to motivate yourself and your team.

**Reason #6:** Industry vendors will be there. You can listen to them talk about their products, the improvements that have been made and developments planned for the future. You will have the chance to speak to them individually and learn what you need to know about their products.

**Reason #7:** Knowledge. You should return from the UTA convention with more knowledge about our business. It could be forecasting, realizing the training aids available to you through the UTA, an advertising idea that focuses on what you are trying to accomplish, or a warranty that you were unaware of. There will be a multitude of information relating to the used truck industry there for you. The knowledge you take home depends on you.

**Reason #8:** Fun! Florida in November sure beats the cold weather starting to creep up to us now. Enjoy the atmosphere, the people and the entire experience.

Hopefully, I have listed a reason for you to attend. Every year a fresh approach is used to make this convention worthwhile to our members. I think that this year's convention committee has outdone itself. There are so many new things happening in our business that I feel it is to our benefit to attend and soak up all the information we can.

*Al Hess  
Board Member  
Wholesale Trucks of America*

## Why Retreads Perform Great For Some And Not For Others



As you read this, millions of retreaded tires are performing beautifully for truckers all over the world in all kinds of weather and on all kinds of roads. Yet, there are still many truckers who swear at, instead of swearing by, retreads.

Why is this? More often than not, the answer is: improper tire maintenance.

When a trucker neglects to check his tires on a regular basis he is looking for trouble. And checking means more than simply checking air pressure regularly, although by keeping tires properly inflated most tire related problems disappear.

Also important is a properly calibrated tire gauge. This is a tire's best friend.

I can't resist adding that for those who think they can determine proper air pressure in a tire by thumping it, they should also just thump the hood of their truck to determine if they need any oil. Think how much time they can save by doing this.

The fact is, there is much more to proper tire maintenance than just checking the air pressure with

a good tire gauge. Tires in dual wheel positions need to be properly matched, not only with similar tread designs and tread depths, but within a tolerance of not more than 1/4-inch in diameter, not more than 3/4-inch in circumference, and not more than 1/8-inch in radius on twin screws, regardless of the tire size.

Tires also need to be kept in proper alignment and the alignment needs to be checked on a regular basis. A visual walk-around on a daily basis can usually spot the beginning of alignment problems.

Another important benefit of a visual walk around is the ability for the driver to spot bulges, tread and sidewall damage. Such damage can not only lead to tire failure, it can also lead to catastrophic accidents.

Faulty brakes also contribute to premature tire wear, not to mention horrific accidents and death - just another reason to check your brakes on a regular basis.

In summary, retreaded tires can and do perform as  
*(continued on page 8)*

# CONGRATULATIONS GRADUATES



The UTA would like to congratulate the graduates of its *Fall 2003 Fundamentals of Used Truck Sales* class. These new sales representatives join the 100-plus other sales graduates who have completed this program since its launch in 1998. Pictured from left to right:

**Thomas Mascunana**, International UTC, Tampa, FL; **John Haskins**, Truck Country, Dubuque, IA; **Eric Blomquist**, International UTC, Chicago; **Brett Lippold**, Truck Country, Des Moines, IA; **April Christenbury**, SelecTrucks of Charlotte, NC; **Shane Fortenberry**, Best Used Trucks, Ft. Worth, TX; **Jason Noonan**, Truck Country, Davenport, IA; **Colin Riodan**, Truck & Equipment Sales, Kansas City, MO; **Tim Moore**, Truck & Equipment Sales, Kansas City, MO; **Dennis Law**, International UTC, Indianapolis, IN. The UTA wishes each of these graduates the best of luck and a rewarding used truck sales career.

## Why Retreads Perform ...

*(continued from page 7)*

well as tires that have never been retreaded, and they do it at a tremendous savings over the high cost of new tires. Keep in mind that every reputable truck tire manufacturer - with no exception - manufactures their tires for multiple lives, meaning they are designed to be retreaded. When an owner operator or a trucking fleet doesn't retread today, they are leaving a lot of money on the table, which is just not a smart way to run a business. The evidence of the safety, reliability, performance and handling of today's retreads cannot be ignored.

For a free retread tire information packet and a video about tire maintenance, contact the Tire Retread Information Bureau toll free at 888-473-8732 or by e-mail: [info@retread.org](mailto:info@retread.org).

— *Harvey Brodsky*  
Managing Director  
Tire Retread Information Bureau

## - Quintessential Quotes -

"Chance favors the prepared mind." *Pasteur.*

"Nothing succeeds like the appearance of success"  
*Christopher Lasch, American academic*

## STAY IN TOUCH

- Contact the UTA toll-free at: **1-877-GETS-UTA** (1-877-438-7882).
- Visit the UTA's website at: [www.uta.org](http://www.uta.org).