



INDUSTRY WATCH

Volume 7, Issue 3

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

March 2005

President's Message...



One never knows who they touch in some kind of way, or what sparks a feeling or thought which causes a chain reaction effect. I thought Justina Faulkner's article last month was right on target and very well done. It started me thinking of where the used truck industry was ethically years ago.

I can remember when there were stories of titles not matching trucks, components being changed out and not declared, and all sorts of horror tales. Something besides time has changed that. Even though

improved communication services and informational databases played a huge part in these changes, I feel the integrity of the individual has been the most dominating ingredient in bringing us to where we are today. I can't help but believe the *UTA Code of Ethics*, established by the originators of the Used Truck Association, over 16 years ago, played its part directly and indirectly.

Today, there are thousands of trucks bought and sold with full confidence that they are what they are described to be. Are there ones that fall between the cracks? Sure, and there always will be. But for the most part, we all are doing business with associates who are honest professionals who try very hard to do the right thing.

The used truck industry is made up of quality individuals working diligently to make a buck while at the same time making this industry a little better as they go along. We have made great strides and will continue to get better because that is what quality people do. The UTA is just a "used vehicle" that can be operated by many to help along the way.

I agree with Justina, our *Code of Ethics* should not be taken lightly. What's more, it should be mentioned or exercised in our every day activities. In fact, it has, in many years and in many places of business. We owe a debt of thanks to the UTA founders for planting the seed. It is truly growing, but we must keep watering it.



By the time you read this article three planning calls, a few impromptu phone calls and a lot of other leg work for this falls convention will have already taken place. Ethan is making sure this year's convention will not be the one to miss. I am asking all members to email ideas for panel discussions and topics for our popular think tanks. This is your meeting, we want to discuss topics that are important to you. These ideas and all suggestions for the convention can be sent to convention@uta.org. Can't wait to see you in Savannah, don't forget to book early, last year was a sell out!

Our annual UTA board retreat was another success. Many hours were spent together in bringing our business plan into a dynamic course of action. The road map is made and we know where we are going. We just need you to get aboard and help us get there.

I want to thank the board for their dedication and sacrifices in being in attendance. I also want to thank the spouses for giving them up for a few days. I can assure you, they did their part in making this industry a little better and the UTA a whole lot better.

While at the retreat all of the board members expressed a lot of dreams for the UTA, with expectations and goals for this year and beyond. What went on is well-expressed by Don McAvoy, who wrote: *Dream and the Future Takes Form*.

-- Eddie Walker
UTA President

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How are **YOU** supporting the UTA?

SHARE YOUR NEWS

Expanding a business? Promoting staff? Won an award? Opening a new location? Why not share your news? The *UTA Industry Watch* welcomes submissions, as well as ideas and comments.

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WELCOME New Members

USA Financial Services, Lake Success, NY,
Anthony Moscatello

Truck Central, Blue Springs, CO, Jeff Bloss

Trinity Capital Corporation, San Francisco, CA,
Nick Gibbens

Southern Truck and Equipment, Troutman, NC,
Chuck Hilton

Overland Truck Sales, Kansas City, MO, Mike Caldwell

KOF Enterprises, Bluffton, IN, Dale Frauhiger

Knight Transportation, Phoenix,
AZ, Don Welchoff

Hall Truck Sales, Portage, MI,
Terry M. Hall

Freightliner of Charlotte, Charlotte, NC, Ray M Cook

Coast Cities Equipment Sales, Neptune, NJ,
Doug Gallagher



INDUSTRY NEWS BRIEFS

The **Used Truck Association** was recognized as one of the **top 40** "important players in transportation policy in general and trucking in particular" in a list compiled for the first time by *Transport Topics*. The list appeared in the February 7th edition and lists a broad range of associations, groups and councils involved in commercial trucking.

ArvinMeritor Meritor Q Plus brakes will continue to be standard equipment on all Volvo trucks sold in North America.

Dana's Commercial Vehicle Systems' new Dana Spicer Super-40 tandem drive axle, rated at 40,000 pounds gross axle weight, is intended for use with high horsepower, high torque engines and a wide range of ratios. The axle was designed for maximum reliability and economy by eliminating more than 50 percent of components found in previous axles.

Freightliner Coronado trucks are now available with two new horsepower ratings for Caterpillar's "King of the Hill" C15 diesel engine: 600 hp with 1,850 lb-ft of torque and 625 hp with 2,050 lb-ft of torque. Detroit Diesel Series 60 diesels, with up to 550 hp, are the standard engines.

Hendrickson has introduced the Composilite FBC, an 8,000-pound capacity, self-steering auxiliary lift axle. Weighing only 652 pounds, it has a 28-degree turning radius and can be mounted in 23.5-inch packaging space, allowing easier multi-axle configurations.

International's new severe-service International 7700 has features specifically for bridge formula mixer, super dump, block hauler, tank and logger truck applications. The new models, which include a set-forward front axle 4x2 and 6x4, and setback axle 6x4, come standard with a 305-hp, 1,150 lb-ft torque Cummins ISM engine and Eaton Fuller 10-speed overdrive transmission. Engine options: 470-hp Caterpillar or Cummins engine.

International's new 4x2 CXT is a more than five-ton, 22-foot-long commercial pickup truck. Standing eight feet tall, the CXT features an eight-foot-long bed, commercial hydraulic brakes, spacious crew cab that seats five, air cab suspension and International ride-optimized suspension and International VT 365 diesel V8 engine with 230 hp and 540 lb-ft of torque.

Jost International's KKS automatic coupling system allows drivers to electronically monitor and complete a trailer hookup or drop without leaving the tractor cab. The tractor portion of the system is based on a Jost JSK 42 fifth wheel. Trailers using the system must be fitted with special equipment. An in-cab unit controls all hitching/unhitching actions and displays the system's status.



MHC Kenworth has opened two new full-service branches in the Atlanta area: Kenworth-Atlanta and MHC Kenworth-McDonough.

Utilimaster's Trademaster 12-foot and 14-foot utility bodies are now available on Hino's new conventional cab chassis: Hino 145 - 14,050 pound gw model - and Hino 165 - 16,000-pound gw model.

Volvo's new VT 880 tractor, targeted at owner operators, features the Volvo D16 16-liter inline six-cylinder diesel with up to 625 hp and 2,250 lb-ft of torque. The engine is available in North America exclusively in the 200-inch BBC VT 880.

Western Star Trucks has redesigned its website - www.WesternStarTrucks.com - with innovative features and expanded product information.

XTRA Lease is expanding its line of storage and cartage trailers, adding 4,000 trailers, and allocating them across XTRA Lease locations in the U.S. and Canada.

6th Annual UTA Convention

Hyatt Regency
Savannah, GA

November 2-5, 2005



Loving What I Do



Marty Crawford

I love what I do for a living. How many people can say that?

I have been selling used trucks for about 15 years and I still love doing it. Why would anyone "love" to sell used trucks? Well, here is what I love about it.

First, let's talk about sales. I was raised on a small farm and formed a favorable impression with farm equipment salesmen

at an early age.

Back then, these salesmen came to the farms and discussed equipment needs with the farmers. This was in the days before Internet, fax machines and cell phones. There were no publications (in our area) that advertised equipment. The only source of information was the local equipment salesman.

He would come to your farm, tell you about new products on the market and, hopefully, sell you some equipment (tractors, cotton pickers, planters, etc). If successful, the salesman would have the equipment delivered to your farm and he would come out and help assemble it right there on your farm.

That was also back in the days when a salesman could price his product without calculating factory discounts and "special price adjustments."

I got the impression back then that the salesman was someone who you could trust. He knew his product, and since he helped you assemble it, he could help you with any problems.

Along with being trusted and respected, the equipment salesman got to travel around from farm to farm visiting with all the area farmers. And he got paid for that! "What a deal!", is what I thought.

I landed one of those positions when I grew up and I loved every minute of it. By the late 1980s things in the farm industry had changed dramatically. It became necessary for me to change direction.

I chose to sell trucks because the trucking industry had a lot of similarities with the farm equipment business. Product knowledge and trust were important assets. As in farm equipment, you deal with a relatively small segment of the population and they all need your product to carry on their business. This makes the product you sell and the company you represent important to them. Your reputation depended on the support you gave your customer for the product you sold, and your products' reputation depended on your honesty and integrity. Your income depended on how many customers you could help with their problems.

With my love for this industry, and my interest in solving customer problems, joining the UTA was a natural step. The UTA is an organization of people who have a

common interest: used trucks. To me, this organization stands for all the things that brought me into sales and into the used trucks industry. Just look at the UTA's *Code of Ethics*:

- **Honesty:** We represent honestly the products and services we sell and support.
- **Integrity:** We treat all customers, associates and employees with dignity, respect and integrity.
- **Professionalism:** We are committed to developing and maintaining knowledgeable, well-trained sales professionals.
- **Value:** We endeavor to provide and represent the best-valued products and services.
- **Excellence:** We are dedicated to excellence in all that we do, all the time.
- **Continuous Improvement:** We constantly re-evaluate our procedures to ensure they are efficient and respond to customers' needs and wants.
- **Keeping Promises:** We do what we say we are going to do, and we do it right the first time.
- **Complete Satisfaction:** Our number one priority is to always provide the best in customer service and satisfaction.
- **Relationships:** We work not to make sales, but to build beneficial relations and long-term customers.

All of these statements support the reasons that I choose to enter and continue in this business and why I joined the UTA and remain actively involved with the association.

The used truck industry allows you to make a good living financially while remaining honest. It's an industry where there is always reward for self-improvement and integrity in this business.

The UTA is non-biased and supports all aspects of used trucks. In turn, the UTA is supported by all of the major truck manufacturers, engine and component manufacturers, advertising companies, financing companies, inventory management companies, and major truck warranty suppliers.

The UTA offers you direct affiliation with the major players in this business. UTA offers training at affordable prices and industry recognition.

The UTA is the best opportunity you will find to associate yourself with the best that the used truck industry has to offer.

*-- Marty Crawford
Volvo/Mack Remarketer
Arrow Truck Sales
Atlanta, GA*

HONORS

Hayes Atwood of Diamond International, Little Rock, AK, is the grand prize winner of International Truck and Engine's 2004 Walkaround Competition. **Ryan Hanks**, Lake City International Trucks, Salt Lake City, UT, was first runner-up. **Matt McDevitt**, Husky International Trucks, Seattle, WA, was second runner-up.

Brian Carr of Peterbilt of Springfield, MO, has been named the 2004 Peterbilt/ASE Master Medium/Heavy Truck Technician of the Year.

Link Snider, truck salesman for Inland Kenworth in Houston, B.C., won the Canadian title in Kenworth's W900L Walk-Around Sales Competition. **Bryan Harland** from Kenworth of Birmingham, AL, won the U.S. title.

Nearly 500 Kenworth dealer salespeople in the U.S. States and Canada recently participated in the Kenworth competition.

Bay Area Kenworth, Oakland and Sacramento, CA, has been named 2004 Kenworth Dealer of the Year for the U.S. and Canada. The dealer was chosen from among Kenworth's five Gold Award winners. The others were: **Edmonton Kenworth**, Edmonton, Alb.; **MHC Kenworth**, Springfield, MO, **Tri-State Kenworth**, Enfield, CT; **Truck Enterprises**, Harrisonburg, VA.

Tri-State Kenworth, Enfield, CT, has been honored as 2004 Kenworth Medium Duty Dealer of the Year for the U.S. and Canada.

Industry Events Calendar

March 15-19

ConExpo-ConAgg 2005

Las Vegas Convention Center, Las Vegas, NV
www.conexpoconagg.com; (800) 867-6060

March 31-April 2

Mid-America Trucking Show 2005

Kentucky Fair & Exposition Center, Louisville, KY
www.truckingshow.com; (800) 626-2370

UTA board meeting

April 6-9

Truck Renting & Leasing Association Annual Meeting

Westin Paloma Resort, Tucson, AZ
www.trala.org; (703) 299-9120

April 9-11

American Truck Dealers Annual Convention & Exposition

Marriott Center, Orlando, FL
www.nada.org; (703) 821-7116
Visit the UTA at booth 423

April 18-21

Fundamentals of Used Truck Sales Training

Atlanta, GA
www.HDMAinc.com; (336) 643-1961

April 28-30

North American Truck Show 2005

Boston Convention & Exhibition Center, Boston, MA
www.naexpo.com or www.truckingexpo.com;
(800) 225-1577



FILE CABINET

Fix-It video. The *DriveMaster Fan Drive Maintenance Training Kit* from Horton features a 20-minute instructional videotape, CD and new training manual. Available at no charge, the kit instructs technicians in performing preventive and corrective maintenance on DriveMaster fan drives.

Real-time cell phone traffic news. Rand McNally's service, Rand McNally Traffic, provides real-time traffic flow and incident reporting in more than 90 U.S. cities over cell phones. The service is currently available on Sprint PCS, Verizon, AT&T Wireless and Alltel.

Speaking of cell phones. Starting next year, Airbus plans to offer personal mobile telephone service - air-to-ground calls and calls between passengers - on its commercial planes. Airbus aircraft are used by JetBlue, Spirit and United, among others.

Shopping the Internet way. Internet automotive shoppers continue to give high ratings to auto manufacturer websites, found the J.D. Power and Associates *2005 Manufacturer Web Site Evaluation*

Study. The study measures website usefulness based on consumer ratings of three main components: relevance, navigation and appearance/presentation.

Got to be hands-free. Only the District of Columbia, New York State and New Jersey have laws prohibiting the use of hand-held cell phones while driving. More than 400,000 tickets and warnings have been issued since New York enacted the first such law back in 2001.

Satisfied car renters. Enterprise ranked the highest in satisfying car rental customers, according to J.D. Power and Associates' 2004 Rental Car Satisfaction Study. Overall satisfaction is based on a variety of factors including: pickup process, rates/value, return process, rental car reservation process and shuttle bus/van. Hertz also ranked above average, then came Avis, Thrifty and Alamo.



SUCCESSFUL SELLING STRATEGIES

Getting To The Good Stuff

The commercial truck industry focuses heavily on product specifications. This focus is universal and relates to truck owners, dealership salespeople, truck and component manufacturers, and so on. I guess you could describe truck specs as our common language, often being the foundation of our discussions with one another. All the manufacturers feed our vocabulary by investing enormous amounts of money, time, and resources communicating their product specifications or features. We read it, listen to it, then share it with each other. It can often be the majority of what we talk about in sales situations.

Heavy duty truck owners are especially susceptible to "spec fever." Consider this situation: a truck sales rep needs to know what his prospect wants in their next truck, so he asks: "What are you looking for in your next truck?" This question will usually produce a litany of specifications that will include engine brand, horsepower, transmission type, rear axle ratio, wheelbase and so on. Are the specifications they rattle off really what they want? The answer of course is "no."

Specifications or features are only an indicator of what your prospect really wants. When all you have is a list of specs, it's time to start digging to uncover the real reasons they want a particular engine brand. Is it "peace of mind" because they owned that brand for 15 years? "Fuel savings" because of what they've heard from colleagues? "Weight savings, because they want increased payload capacity and earnings? If all you know is they want a certain brand engine, you don't know enough. Getting past specs and finding essential motivators, opens up new avenues to satisfy your prospects' needs.

So how do we get to these motivators? Here's the key. You'll get better answers by asking better questions. For example, a truck sales rep could ask: "Mr. Prospect, what are you looking for in your next truck?" But a better question would be: "Mr. Prospect, what do you want to accomplish with your next truck purchase?" Or, a parts sales rep could ask: "Mr. Prospect, we're not a distributor for Brand X filters. All things being equal, would you

consider switching to my Brand Y?" A better question could be: "Mr. Prospect, would you mind sharing with me the factors you considered that caused you to select Brand X as your filter supplier?"



Paul Spokas

The second question, in both of these situations, requires the prospect to think beyond specs and features and share with you what's really driving them. Once you determine this, you've gained tremendous flexibility in what you can sell. If all you know is that you don't have access to the prospect's preferred engine or filter brand, you're missing the many opportunities available to you that can help you build value and close the sale. Finding out that your prospect is interested in improving fuel economy or increasing vehicle uptime creates the opportunity for you to sell the benefits of the options you do have.

Want to better understand your prospect needs and determine how you can satisfy them? Try this exercise:

1. Write down and evaluate the questions you routinely ask your prospects.
2. Read them aloud. Now write the answers you usually get. How much do the answers tell you about their needs?
3. Ask yourself, how can I make each question better? How can I structure it to stimulate my prospects, and get them to share their needs with me?
4. Rewrite your questions. You may need to write them several times before you hit pay dirt.

Good luck and good selling.

(Adapted from an article in *Successful Dealer*.)

- Paul Spokas
Heavy Duty Marketing Associates
Oak Ridge, NC

UTA Professional Education Courses

Fundamentals of Used Truck Sales - Designed for new or inexperienced sales representatives or candidates for sales positions.

What: Instruction on trucks and their components; performance calculations, basic prospecting; sales process; financing, goal setting and time management.

When & Where: April 18-21, Atlanta, GA.

Why: To shorten the learning curve, increase performance, increase employee satisfaction and reduce turnover.

Cost: UTA Members - \$625.50; Nonmembers - \$695, materials fee \$96.

Professional Used Truck Selling Skills - Designed for any truck sales representative.

What: Building relationships, qualifying, selecting and presenting, handling sales, overcoming objections, negotiating and closing.

When & Where: June 2-3, Chicago, IL.

Why: Sell and deliver one more truck per month every month; increase gross profits and sales commissions; increase job satisfaction; build a bigger, stronger

prospect database; get off the commission income roller coaster.

Cost: UTA Members - \$355.50; Nonmembers - \$395, materials fee \$30.



Professional Used Truck Appraisals - An "in-house" video based, interactive training program that uses an eight-part video and learning workbook.

What: Participants watch and listen to a portion of the video, then read a related supporting section in the workbook, which is followed by various appraisal exercises.

Why: Improve and establish consistent appraisal processes; obtain more consistent and reliable trade and purchase information; improve and protect used truck profits.

Cost: UTA Members - \$134.95; Nonmembers - \$149.95, plus U.S. shipping and handling - \$13.50. NC residents add 7% sales tax.

To register or for additional information: phone the HDMA Academy at (336) 643-1961; e-mail HDMAinc@earthlink.net; visit: www.UTA.org or www.hdmainc.com.

UTA Business Affiliate Highlights

The array of partner discounts is a great return on your investment in the Used Truck Association. Here are some of them. To review all the UTA's partners and the savings they offer to members, visit: www.uta.org.

Truck Blue Book:

- \$50 discount on the *Truck Blue Book Dealer Conference*.
- \$20 discount on annual subscription to electronic *Commercial Blue Book*.
- \$10 discount on annual subscription to print version *Commercial Blue Book*.

SOARR.com (Interstate Online Software):

- Up to \$500 in free options at time of sale on SOARR software
- Additional discounts on other products and services provided

PREMIUM 2000 Plus Warranties:

- \$50 Discount off the rate for any PREMIUM 2000 Plus Warranty submitted.

National Seminar:

- 25% discount on any training class. For classes offered, visit www.natsem.com.

Manheim Heavy Duty Auctions:

- \$25 refund on posted buy and/or sale fees for corporate UTA members and additional savings during UTA membership drives.

HTAEW.com:

- 10% discount on monthly membership fee.

Hertz:

- 10% discount, plus a one car class upgrade on Hertz standard daily, weekend, weekly, and monthly rates (all car classes) in the U.S. and Canada.

Heavy Duty Marketing Associates:

- Discounts up to \$100 on UTA training seminars.
- 10% off regularly priced in-house training programs.



Please note that business affiliates do not constitute an endorsement of the products or services by the UTA. UTA benefits are not valid with any other offer unless specified by participating partner



What's Your Trucking IQ? The Answers



See how well you know trucking history and trivia. Here are the answers to the Trucking IQ Quiz that appeared in last month's issue.

1. Detroit Diesel introduced its Series 60 engine line in 1987.
2. In the 1971 movie thriller, *Duel*, a 1960 Peterbilt Model 281 pulling a tank trailer terrorized a motorist played by actor Dennis Weaver.
3. Schneider National, in 1988, became the first national trucking company to outfit its tractors with satellite communications.
4. In September 1996, Volvo became the first truck manufacturer to offer driver's-side airbags as an option in its VN model trucks.
5. "Idiot buttons" is driver slang for Botts dots - those raised markers which rumble when run over to alert drivers to hazards, crossing lanes and so forth.
6. Navistar introduced its Pro Sleeper in 1995.
7. Caterpillar, in 1931, became the first engine manufacturer to adapt diesel to production vehicles.
8. The most prevalent factor in vehicle crashes is driver behavior (95%), according to the Federal Highway Administration. Characteristics of poor driver behavior include: tailgating, excessive speed, frequent/unsafe lane changes, failure to signal, failure to yield right of way, impaired driving and disregarding traffic controls/signals.
9. WD-40 was introduced in 1953. It was originally developed as a rust preventive for the Atlas Missile program. The name came from the 40 attempts it took to finalize the water-displacement formula.
10. Blacksmith August Fruehauf is credited with developing the first semi-trailer rig in 1915. Noticing that the horses he shod were healthier if they pulled their loads rather than carried them on their backs, he reasoned the same principle could be applied to trucks. He began building trailers for trucks to pull. His first trailer was for an adapted Model T Ford. August went on to establish the Fruehauf Corp.



We Need You!

Medium Duty Used Truck Dealers

The Used Truck Association is conducting a membership drive to increase the ranks of medium duty dealers. Have a voice – join today!

Connect with over 500 members and new members save \$50!

Our mission statement clearly guides the organization: The Used Truck Association is an impartial organization comprised of used truck professionals and associated businesses committed to strengthening the used truck industry. We are dedicated to providing a source of direction in the areas of professionalism and ethics, while promoting the highest standards of service and conduct. We provide a platform to foster the sharing of knowledge and supply resources to support the efforts of those involved in the used truck industry.

Annual Convention

November 2-5, Savannah, GA
-Networking with over 300 attendees
-Topical and current program

Industry Training

New medium duty class planned for 2005
-Designed specifically for the UTA
-Affordable & comprehensive

Affiliated Industry Discounts

-Save thousands of dollars a year
-Supplier & vendor discounts

Publications

-Monthly Newsletter
-Informative & timely White Papers

Endowment Fund

Educational Scholarship

UTA.org

Online Resource

To join or learn more visit uta.org, call 877-438-7882 or fill out your information below.

.....

Name _____

Title _____

Company _____

Address _____

City, State & Zip Code _____

Telephone _____ Fax _____

Email _____ Mobile Phone _____

Website: _____ Referred by _____

New members save \$50!

Corporate member ~~\$350~~ \$300 - Business or company directly involved in used truck sales

Allied Member ~~\$350~~ \$300 - Business or company involved in serving the used truck industry

Check

Send To: UTA
PO Box 603
Indianapolis IN 46203
877-438-7882

Credit Card

Card Type _____
Card Number _____
Expiration Date _____

Signature _____

Medium Duty Committee Contacts

Rick Clark, Chairman 800-950-3377 or rick.clark@ntparranty.com
Craig Kendall 940-591-4087 or ckendall@paccar.com
Steve "Bear" Nadolson 740-507-0717 or bear@soarr.com

OEM Highlight

Smart Torque technology is a system solution for maximum vehicle performance and operating efficiency, providing an additional 100 / 200 lb-ft of torque in the upper two gears. This extra torque is automatically available from 1200 to 1500 rpm. This means you can allow the engine to pull back to 1200 rpm before downshifting when climbing a grade, encouraging more efficient engine operation, increases driver satisfaction, increases MPG and decreases the amount of shifting. Today Smart Torque is spec'd with over 50% of all trucks and has been available in the ISX since 1998. There are no additional hardware requirements to gain the benefits of a Smart Torque technology. Contact your local Cummins distributor to determine the Smart Torque rating in your ISX.

- Quintessential Quote -

"As through this world I've wandered, I've seen lots of funny men. Some will rob you with a six-gun, and some with a fountain pen."
"Pretty Boy" Floyd



USED TRUCK REGISTRATIONS

Q4 - 2004

| GVW | Used Trucks |
|-----|-------------|
| 3 | 30,126 |
| 4 | 8,853 |
| 5 | 4,423 |
| 6 | 10,176 |
| 7 | 9,140 |
| 8 | 54,519 |

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.