



Used Truck Association



Used Truck Association Goes 'Global'

The Used Truck Association (UTA) has become a global organization, signing its first overseas member — TransNeva of St. Petersburg, Russia. The company's main business is the retailing of American trucks and trailers.

fact, I met with the owner of TransNeva while I was in Moscow last year and will visit his offices in St. Petersburg in August. Our relationship with them is a vital part of our export initiative and quite frankly, they run their operation as good as any I have seen here in North America, the Russian Federation or in any of the other markets where we sell our trucks, tractors or trailers."

Hays notes that "the UTA made it happen and we are proud to be a part of the organization. My hope is that the UTA grows here, there and everywhere. We are in a global economy. The OEM's are creating 'world truck platforms.' The secondary markets, and those of us driving it, need to follow quickly as well."

Adds UTA President Walker: "We hope more companies around the world take advantage of the benefits that come with being a member in the UTA." ■

"We are very excited about this," says UTA president Eddie Walker. "Until now, membership in the UTA was from companies located throughout the United States and Canada."

Through networking opportunities within the UTA, TransNeva and Ryder Systems, hooked up and have developed a business relationship.

"We have sold TransNeva more than 200 Class 8 trucks," says Todd Hays, senior manager of Ryder International/Fleet Vehicle Sales. "In

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How are YOU supporting the UTA?

NewsWorthy

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, to:

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President's Message . . .

As I mentioned last month, your board met at Moody Gardens in Galveston, TX, at the site for our 7th Annual Convention in November. We accomplished our meeting goals which was amazing and made us feel really proud. After two days of meetings the UTA's 2006 business plan is complete, our directions are set, we are dialed in on the tasks we need to get completed and the wheels are turning more smoothly.

Wafik Elsanadi and the Membership Committee have their sights on obtaining 1,000 members by the end of the year. I would advise not betting against them, as they have some interesting plans for making it happen.

Ethan Nadolson and his Convention Committee are on target to top last year's convention in Savannah and that will be a task in itself. But knowing Ethan, he will make it happen.

Rick Clark has become the chair of the Marketing Committee. If you liked the changes of the *UTA Industry Watch* newsletter, you have an indication

of what's in store for us with marketing in 2006. Terry Williams designed the newsletter change but he has been working really close with Rick and has passed the marketing ball off to Rick and is letting him run with it. Rick has some good ideas and is eager to put them in place. I think we will all be pleased with the results.

Joe Boyle is now heading up the Training Committee. He didn't waste any time in getting something going with the UTA's new Medium Duty Training Program. Check out Al Hess's article about this spectacular new program. I understand they filled up their first training class with Paul Spokas. Good job everyone!

Keith Allen has the Endowment/Fund Raiser Committee is poised and ready to make something happen. They are on target to



President's Message

... continued from page 1

present our first scholarship. What a great accomplishment? They also have some exciting suggestions for fund raising for this year.

Rick Schmitgen has assured the UTA Board that the Elections Committee will keep the membership up-to-date on information about elections. His committee will make the necessary changes to policies and procedures to assure us excellent results.

Hal Dickson has taken over the Medium Duty Committee and was instrumental in working with Joe Boyle in putting together our new Medium Duty Training Program. Hal also has some good ideas for this year.

Steve "Bear" Nadolson has started a new committee, Industry Relations. Bear will no doubt do an excellent job in this area. He has proven in the past that he can create awareness of certain issues when he sets his mind to do so. Bear, who has earned the respect of OEM's and industry vendors, communicates well. He will be a super representative for the UTA.

The Board's retreat meeting was the best we've ever had and we are all excited about the younger set on the board. The changes are excellent and I will have to say they are all hard working young men. They mixed in very well with the existing board members.

We are two months into our new year and so much has already begun to happen. Your officers, Al Hess, Terry Williams and Marty Crawford, have accepted new roles this year in helping me with the committees. Along with being of help, they also give the UTA a back-up in case something happens to any one of us or a committee chairman. Our goal is to not be dependent on any one person and I think we now are there. The larger we grow, the more succession planning we must do. This is just a start.

A lot of changes took place at the end of last year and there are more to come this year. I couldn't be more pleased with where we are and the Board you have chosen to set our course. This new year will be a rewarding one for us all.

Remember: "Unexpected changes can bring about unexpected rewards." ■

— Eddie Walker, UTA President

BOARD NEWS & VIEWS

Two Important Projects

At the Board of Directors' annual retreat meeting, held this year in Galveston, TX, the Board accomplished more than it planned it would. We worked hard and enjoyed our time together. But more importantly, the UTA will certainly benefit from our plans, ideas and projects. There are, in particular, two very important things I would like to tell you about.

First, our Education Committee believed that the used truck industry would benefit from a Medium Duty Training Course. The committee has moved extremely fast, and the course is done. I am proud to tell you that we will offer our first Medium Duty Course in the third quarter of this year. This is how much we value the opportunity to help educate our industry's sales professionals, do it in a timely fashion and keep the costs to a minimum.

We were able to accomplish this process in less than 24 hours with the help of some extremely talented and dedicated members.

“ The goal of our Membership Committee is to raise awareness of the UTA and make you as proud to belong as we, your volunteer Board, is to serve. ”

have the basic direction to carry out your sales plan. This is exciting. This is what your Board works on and brings into play with your help.

The second item is membership. The focus on getting new members and helping our association grow is a main key to the success of our organization. We are focused on increasing our Affiliate Programs, bringing more benefits to our members and increasing the awareness of our Annual Convention.

The UTA Convention brings more used truck salespeople together than any other industry meeting. It give us tremendous networking opportunities, builds knowledge through our speakers and panel discussion, and allows us to stay on top of what is new in our industry. By having OEMs there and available to discuss the impacts of their products in our industry, we stay on the cutting edge.

The goal of our Membership Committee is to raise awareness of the UTA and make you as proud to belong as we, your volunteer Board, is to serve. We keep bringing new items in front of you that more than pay for your membership. That is really a huge benefit.

Just as important, though, is to realize the level of professionalism that this organization has brought to the used truck industry — an unbelievable leap forward.

Let your truck dealer neighbors know that you are a member of the UTA, and explain to them how important — and beneficial — it is for them to join. This is your organization, and with your help, we can achieve our goals for 2006 and set new ones that will be equally exciting. ■



The UTA's goals have always involved education. We know that this is an area in which we are the industry leaders. Our educational programs allow you the enjoyment and benefit of the professionalism that this brings to our industry. Having salespeople that are knowledgeable and educated in any area will bring good things to your business. You know that they



Al Hess
UTA Vice President
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Membership

The Used Truck Association seeks to foster professionalism in the commercial used truck industry. Our members have access to information, education, networking opportunities, discounts, industry PR and advocacy. As a member of our association your benefits include:

- **Industry Watch Newsletter** — UTA keeps you current with monthly articles on such things as marketing, emissions, training, sales, self-enrichment and much more.
- **National Convention** — UTA produces one of the industry's premiere networking opportunity along with one of the largest exhibit fairs of products and services. Convention highlights are speakers, roundtables, panels on topics crucial to the industry and presentation of the Lifetime Achievement Award and educational scholarship.
- **Vendor Marketplace** — Find the products and services you need from software to drive away companies, to equipment wholesalers, financing, auctions and more. UTA vendors understand the used truck industry.
- **Discounts** — Get discounts on everything from inventory management software to discounted industry show attendance and a racing school. Save enough to pay for your membership!



- **Marketing and PR** — Free listing in the membership directory. The UTA can connect you with franchised and independent dealers, manufacturers and industry leaders. Plus, the UTA is there at the national level promoting UTA dealer members to assist in driving business through your front door.
- **UTA Publications** — What is a Low Mileage Truck, Succeeding as an owner-operator, Trade Terms, Export with Confidence
- **Networking** with other industry professionals.
- **UTA hotline** — call us toll-free or email us when you have a question. 877-GETS-UTA or contact@uta.org



Wafik Elsanadi
Membership and Benefits
Committee Chair
wafik@uta.org

UTA Promotional Items Sale!

Show your support for the UTA with quality UTA logoed merchandise. Distribute to your staff, use as employee incentives or as customer give aways. 100% of the proceeds go to the UTA Endowment Fund.

- Pen \$1
- Coffee Mug \$2
- Multi Tool \$3
- Travel Tumbler \$3
- Tee Shirt \$6
- Sweat Shirt \$10
- Golf Polo \$15

To order products contact Terry Williams at 800.654.6776 or terry@uta.org. Prices do not include shipping. Some items and sizes are in limited quantity

Negotiation – “The Art of the Deal”

It has been said: “In life you get what you negotiate, not what is fair.” That said, a logical question would be: “How can one be an effective negotiator?”

A truly effective negotiation is one that nets a win/win — everybody feels like they won. Realistically, that is not going to happen in every negotiation, so how do we ensure success?

- **Ask good questions.** Often issues can be resolved by asking the right questions and then . . .
- **Listening.** We can all be more effective listeners. Let the buyer do the talking and you will gain his/her trust.
- **Have options.** There will be sticking points in most negotiations. If you have prepared well, and anticipated the objections, you have a much greater chance of succeeding.
- **Don't be so quick to change.** If your focus is on developing value, why be so quick to change the price? Believe in what you are saying, and the buyer will sense your sincerity. If you accept the first offer, what does that say about your belief?

Everything in life is negotiable. OK, so it's an old cliché, but it still rings true. If you find yourself negotiating price in most transactions, take a look at your value propositions. Sell value, not price!

Good selling, and remember, negotiating is fun if you are prepared and understand a few basic principles. ■



Keith Allen
UTA Board Member
keith@uta.org

“Bear-ometer”

*Run to your offices! Close the doors! Hide the coffee and donuts! The “Bear” is loose!
Against our better judgment, we have given Steve “Bear” Nadolson a column
so he can write about our industry without restraint.*

It scares us, too!

*This month Bear is back on his labeling “kick” and scolds the truck manufacturers
for not responding to his first article of this matter. Read, agree, disagree, enjoy.*



One of my best friends in this business has a saying when he is confronted with a seemingly stubborn situation. It goes like this: “Bear, I wanna tell ya, that’s like a bumble bee stinging a battleship!”

I feel like the bumble bee.

I wrote an article that outlined the labeling of components on Freightliner, International, Kenworth, Mack, Peterbilt, Sterling, Volvo and Western Star trucks and not one manufacturer responded to it. I stung the battleship and the battleship didn’t even notice.

In that article, I gave high marks to Freightliner, Western Star and Sterling for the position of the labels, the content of the labels and the fact that they were comprehensive in their display of information.

I rated Volvo’s labels a close second for content and Kenworth a distant third place (the labeling material used on these trucks is absolutely horrible). International, Peterbilt and Mack might as well not bother putting a component label on their trucks for all the good it does.

That being said, I then proposed a standardization of information be established for trucks.

Guess what? Not one truck manufacturer called me about this article.

I guess some truck manufacturers don’t really care about their lack of sturdy, easy to locate, comprehensive component labels on their trucks. Then again, I doubt if any of their upper management has ever had to really find and read a component label. They probably never had to stand out in the rain or snow and copy down engine serial numbers on 10 trade trucks or were forced to crawl under one of their trucks to find a rear ratio. What was I thinking?

I also suggested that model name, sleeper size and interior designation be part of the information on all labels. Does anyone have any idea how many combinations there are in these three areas?

I am willing to bet that most salespersons, all CEOs of truck manufacturers and most dealership owners can’t tell one interior level from another and one sleeper from another

on their own trucks.

I know this is absolutely 100% true as it applies to identifying these features on competitive makes.

Why then can’t the manufacturers work with the UTA or NTEA or the NTSB to come up with standardization of these labels? Could it be because of the 50 cents to a dollar more per truck this might cost?

Why do used truck folks have to force the issue and create a scene before they will do something?

I would like to invite the CEOs of all truck manufacturers to attend UTA’s next Annual Convention in Galveston, TX, this fall and serve on a panel to answer questions from used truck dealers and managers all over the country.

I will offer to serve as an unbiased moderator for this panel.

And I invite all of you used truck dealers and managers to participate in this panel discussion and to tell them why your labels can’t be more comprehensive, located in an easy-to-reach area and printed on a sturdy sticker.

Justify it! Can you?

Does anyone have the moxie (I had another term in here but it was edited out) to take the lead on this issue and come out forcefully for change?

Do I really have to write about this later this year?

Here’s a good question: Will any truck manufacturer even contact me to discuss this issue?

The UTA Board of Directors sees this as an issue worth pursuing as it affects every used truck salesperson, manager, service manager and service writer in our industry. I intend to pursue it!

Overwhelming UTA member support for this would be appreciated. Let me hear from you. Take a minute and send me an email with your views on this topic.



Do it! ■

Steve” Bear” Nadolson
UTA Chairman
bear@soarr.com

Disclaimer: The opinions expressed in this article are my own and do not necessarily express the opinions of the UTA Board and/or its membership.

Your ideas for subject matter for this column are welcome. E-mail me with your comments, ideas,

What Have You Got To Say?

The UTA Industry Watch is your newsletter, and we want to hear from you.

Send us your news, your opinions, your thoughts, your ideas, your articles.

*By E-mail: utaeditor@hotmail.com
By fax: 410-374-9196.*

Together, we can make this publication a more useful resource and tool for all members.

Industry News Briefs

Accuride has introduced the Gunit Optimum Lightweight Drum (GOLD). The brake drums are designed to “be an optimum balance between durability and thermal capability, providing the performance of Gunit’s standard full cast drums, yet saving as much as 170 pound versus standard full cast drums on a typical tractor/trailer combination.”

Caterpillar’s C-15 Engine ranked highest in customer satisfaction with vocational heavy duty truck diesel engines, according to J.D. Power and Associates’ Heavy Duty Truck Engine/Transmissions study. A Cat engine has ranked highest in the vocational segment five times in a row.

The study—based on responses from 2,429 primary maintainers of two-year-old Class 8 trucks—measures customer satisfaction in three engine factors: engine quality and warranty, engine performance, and engine noise and vibration.

International Truck and Engine is recalling 5000 and 9000 Series trucks with Caterpillar C15 diesel engines manufactured in 2004 and 2005 because of the possibility of an oil-line break. The recall affects 1,714 International trucks. International reported that an oil line could be cut by the cylinder head if not correctly positioned. The oil line in question is part of the variable valve actuation, which could wear against the cylinder head and cause an oil leak or fire. Caterpillar is covering the cost of the remedy and the customer notifications.

International Truck and Engine has reintroduced the PayStar brand name for its International 5000 Series trucks. Its new PayStar lightweight mixer packages feature a lighter



weight design, due in large part to a new engine offering the 330-hp Cummins ISL. A McNeilus Revolution Barrel that weighs approximately 2,000 pounds less than other types of barrels, aluminum wheels and hubs and a centrifuge drum help to keep the overall weight of the truck low.

Kenworth has made the Bendix ABS-6 System standard on its Class 8 trucks with air brake systems. The system improves serviceability and serves as a platform to introduce additional new features. For example, Kenworth now offers Bendix ABS-6 Advanced with ESP (Electronic Stability Program) as an option on selected Kenworth T600, T800 and W900 tractor configurations.

Mack Trucks is offering a new first-of-its-kind stability system — Mack Road Stability Advantage by Bendix (Mack RSA) — for concrete customers. Designed to reduce incident potential, the fully electronic stability system is now available for mixer applications on the Mack Granite. The Mack RSA uses the existing ABS wheel speed sensors, along with steering, yaw and lateral acceleration inputs, to deactivate the throttle and selectively apply the brakes in sharp curves, sudden lane changes or obstacle avoidance maneuvers, reducing the potential of a rollover.

Volvo Trucks North America has voluntarily issued a safety recall on approximately 42,000 Volvo VN and VHD model trucks manufactured from November 2002 to January 2006 and equipped with the Volvo D12D engine. It has found there is the potential for exhaust gas recirculation (EGR) cooler inlet pipes, or the pipes that connect the EGR valve to the cooler, to crack or break. If these pipes fail and are not repaired, the air cleaner and inner fender may be subject to hot exhaust gases, which could potentially lead to a fire. Volvo will address the problem by inspecting the pipes, replacing any defective parts and installing protective heat shields — designed to deflect direct exhaust gas in the event of a failure of these pipes — on all of the trucks. These repairs will be made by Volvo’s dealer organization and by warranty-certified fleets. ■

PEOPLE

Ameritruck has named **Jon Tepper** president and member/manager. This will include the Nationstruck dealer division. The corporate structure of Ameritruck’s parent company, Ronco Management, will remain the same. **Ron Corley** is president and chief executive officer and Tepper is vice-president and co-owner.

Bill Goddard of MHC Kenworth-Kansas City is the winner of the Kenworth Walk-Around Competition that focused on the 2006 model T800 Extended Day Cab. Coming in second was **Don Blake** of Inland Kenworth, Phoenix, AZ. In third place was **Brad Burton** of Lower Great Lakes Kenworth, South Bend, IN.

Jim Hebe, former Freightliner Trucks president, has acquired Co-Van International Trucks, an established dealership in greater Vancouver, British Columbia.

Kenworth has named members of its 2006 Kenworth Service Council:
Chairman
Jim Grant, Trebar Kenworth Sales, Boise, ID

Ralph Goodrich, Kenworth Sales-Spokane, Spokane, WA;

Frank Chiarizia, Inland Kenworth, Burnaby, BC, Canada;

John Gibson, Truck Enterprises, Harrisonburg, VA;

Scott Elders, Michigan Kenworth, Grand Rapids, MI;

Jim Johnston, MHC Kenworth-Chattanooga, Chattanooga, TN;

Jody MacDonald, Tandem Kenworth, Kingston, Ont. Canada;

Rick Saner, MHC Kenworth-Springfield, Springfield, MO;

Kenworth Dealer Council Representative
Jay Ellison, French-Ellison Truck Centers, Pharr, TX.

Used Truck Registrations Q4 - 2005

GVW	Used Trucks
3	68,537
4	11,819
5	6,436
6	12,877
7	11,766
8	60,640
Total	172,075



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.



File Cabinet

ArvinMeritor's Commercial Vehicle

Aftermarket business unit has unveiled its expanded medium duty, all-makes hydraulic brake product line, which covers hydraulically braked Class 2-7 on-highway vehicles through 2005. The medium duty hydraulic brake parts include: hardware kits; disc pads and shoes; drums and rotors; calipers and wheel cylinders; master cylinders and power boosters, and brake hoses and brake lines. This additional coverage of more than 400 new part numbers has been added to the current hydraulic brake program, which covers the requirements of current and previous hydraulically braked vehicles.

Caterpillar has formed Cat Environmental Technologies — a new group that brings the development and manufacturing of all aftertreatment technology and products in-house. The group is part of the Caterpillar Engine Component business unit. This move provides Cat customers with seamless integration from emissions technology in the engine through the aftertreatment process.

Cummins will continue to offer its ISX engine in Volvo VN and Volvo VT trucks.

DaimlerChrysler, as part of a reorganization, will focus on commercial trucks as its core business and its Commercial Vehicles Division will operate as its Truck Group. This group contains: Trucks Europe/Latin America (Mercedes-Benz), Trucks NAFTA (Freightliner, Sterling and Thomas Built Buses), Mitsubishi Fuso Bus and Truck Corp. and Truck Product Creation. DaimlerChrysler's Bus and Van operations becomes a new organization — Van, Bus, Others.

Fleetguard has introduced a filter made of an advanced polymer composite instead of metal, making it 50% lighter and resistant to dents or corrosion. The lighter weight is said to make for less vibration-induced stresses on the filter and connecting points. Initially, two diameters, 3- and 3.75-inch, are being produced for the Cummins B and C series and similar-sized engines. The filters will replace Fleetguard's current metal fuel and lube filter counterparts.

Jacobs Vehicle Systems will supply an integrated Jake Brake system for Daimler-Chrysler's next generation global heavy duty engine platform which will serve NAFTA, Europe and Japanese markets.

Nissan North America is creating a new division for the sales and marketing of its light commercial vehicles and fleet sales in the United States. Known as the Light Commercial Vehicle and Fleet Division, its light commercial vehicle lineup will reportedly be "a major part of Nissan's future profit and volume plans for the U.S."

Tenneco will supply International Truck and Engine with exhaust aftertreatment systems for its entire line of medium duty diesel vehicles with International engines, launching in 2007. The complete systems include a diesel particulate filter (DPF) and a diesel oxidation catalyst (DOC), a new hanging system and will feature air gap pipe, designed to work together with other components to provide superior thermal efficiency and help improve fuel economy. ■

Inessential Intelligence Inquiry

1. When was Detroit Diesel purchased by Roger Penske?
2. In what year did Mack Trucks unveil its original Maxidyne engine?
3. What truck was featured in the television series BJ and the Bear? Bonus question: When did the show air?

Answers

1. Roger Penske purchased Detroit Diesel in 1987
2. Mack Trucks unveiled its original Maxidyne engine in 1967
3. The TV series BJ and the Bear, which aired from 1979 to 1981, starred a 1978 Kenworth K100 Aerodyne

Kolman's Korner

We Can't Tell The Difference

There is no reality except the one contained within us. Our perception is what makes things real.

Don't agree? Consider the phenomena of hypnosis. While it would seem that some mysterious force or power is at work when a person is hypnotized, that person's behavior is the result of the normal operating processes of the brain.

Hypnosis is a graphic demonstration of that basic law of the mind that holds that a person acts, feels and behaves appropriately to what he thinks, believes or imagines to be true.

When hypnotized people are convinced that the hypnotist's words are true statements, they then behave differently because they think and believe differently. If an individual in a hypnotic trance is told that the chair he is sitting in is becoming colder and colder, he will not only shiver and appear to be cold, but his body will react just as if it were cold and goose bumps will develop.

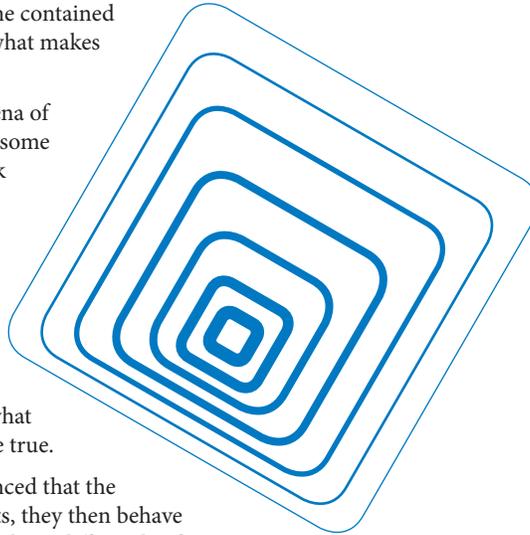
That's because our nervous system can't tell the difference between an actual experience and an imagined experience. In either case, our nervous system reacts automatically and appropriately to what we think or imagine to be true.

Therefore, the healthier and more positive our self-image, the greater our performance and achievements.

Our attitude, and thus our behavior, is influenced by our self-image — that mental blueprint of our own conception of the type of person we are.

Our self-image prescribes the limits for the attainment of any of our goals. We act, feel and perform according to the sort of person we conceive ourselves to be. The way we look at things and the manner in which we conduct ourselves are always consistent with this self-image.

A healthy self-image and an upbeat, optimistic attitude are what bring success.



David A. Kolman, Editor
"UTA Industry Watch"

Industry Events Calendar

March 23 - 25
Mid-America Trucking Show
 Louisville, KY
www.truckingshow.com
 502-899-3892

March 29 - April 1
Truck Renting & Leasing Association Annual Meeting
 San Diego, CA
www.trala.org
 703-299-9120

April 20 - 22
Truck World 2006
 Toronto, Canada
www.truckworld.ca
 416-614-5817

April 20 - 22
North American Truck Show
 Boston, MA
<http://naexpo.com/truckshow>
 800-225-1577

April 22 - 25
American Truck Dealers Convention
 Atlanta, GA
www.ATD.org
www.NADA.org
 703-749-4733

Quintessential Quote

“ The whole point of getting things done is to know what to leave undone. ”

LADY STELLA READING

CONVENTION



7th Annual Convention

Information, Knowledge & Networking Equals POWER

Moody Gardens Resort
Galveston, TX • November 1-4



UTA in the Industry

March 22 - 25
Mid America Trucking Show
Louisville, Kentucky
• Board Meeting

April 22 - 24
ATD Convention
Atlanta, Georgia
• Booth

June 6 - 7
Professional Used Truck
Selling Skills
Cleveland, Ohio

June 15 - 17
Truck Blue Book Conference
• Booth & Sponsor

Used Truck Association
909 Eagles Landing Way, Ste 140-216
Stockbridge, GA 30281

