The Way To Go

So far, 2016 has been a challenging year for used truck sales, and the people who sell those used trucks.

When times are tough, do you get tough or do you just take what you can get?

Let’s talk about some activities and approaches that work well in good and bad times.

Are you and your salespeople actively prospecting new business? Are you taking trucks to customers for them to see and drive? When is the last time you took a truck to a customer for him to see and drive?

When used truck sales slow do you reach out to more people?

Is your customer list bigger or smaller today than it was three years ago? Are you adding new customers and targeting customers to add to your list? When times are tough, we need to work harder and smarter.

Are you and your company involved in your community? Recently, I took a truck to a program where kids could both see trucks and climb on them. Spending four hours with kids bouncing on the lower bunk in the sleeper, and telling kids they could only honk the air horn once, was not the most fun I have ever had. But there was also a silver lining: I found a really good prospect to sell trucks to at this event. Are you taking trucks to schools and community events? If you’re not, you’re missing out. (Don’t ask who this prospect is or where this event was.)

What are you doing to touch your customers more? Do you have a dump truck customer list, an over the road customer list, and a medium duty customer list to use when you get one of these trucks? If you’re missing one of these lists, get one started.

How are you treating and interacting with your customers? Recently, one of my big customers was upset about an issue. I got the facts and called the customer quickly. I explained we paid half the tow bill we had promised to pay for him. Once I apologized and explained we had done what we said we would do, the customer was better. The next day, the customer gave us more business. Let’s fix our problems quickly and move on.

Recently, a customer we sold a used truck to five years ago came in to see me. The used truck we sold this customer was his first used truck. Just after he bought the truck, the engine died. The warranty company, the finance company, and my company all jumped in and helped the customer. Every time this customer comes to our store, I talk with him and thank him for his business. This customer just paid his truck off and is thinking about buying another used truck from us. Are we staying close enough to and helping our customers enough to sell them their next truck?

Used truck customers are a handful. Are you taking care of your customers and being active enough to get more business?

I look forward to seeing you in Savannah at the UTA Convention.

Thank you to everyone for your support of the UTA and your hard work.

Let’s sell some trucks!

Craig Kendall
UTA President
craig@uta.org
**Board News and Views**

**Notes from a Friend: References are for Life**

A good friend of mine, UTA member and co-worker at Arrow Brian Stewart, has a great outlook on life. He’s also taken to writing notes to his many friends.

Brian’s notes started about three years ago, and come about every three months or whenever he has something on his chest to say. I always enjoy reading what he has to say, and look forward to receiving his next note.

Brian’s notes vary in thought and message from light and inspiring to heavy self-reflections. For me, they are also very timely and accurate—like an arrow (no pun) that finds its way to your heart or gut. They’re thought provoking, with a solid message of always paying it forward, taking a moment to reflect on your blessings, and helping someone out who is less fortunate. They encourage me to self examine my thoughts, words, and deeds.

I would like to share one of “Stew’s” notes with you. I think he wants us to start a Movement.

Ken Kosic
ken@uta.org

How are your references? When was the last time you thought about them? If you’re job hunting I’m sure you think you have a good idea about them. But those five or six references are not the ones I’m asking about. I’m asking about the ones that matter the most, the ones you use every day.

You may not think about it, but we build references from the time we start speaking until the day we die. References are more than how you can perform at work. References are about your character, your trustworthiness, how your friends see you and how others see you.

Have you been out with friends or colleagues and come across someone you knew? Did you say hi and introduce them? Even if you didn’t introduce them I’m betting that one of your friends asked you about them. Do you remember what you said about them? Good or bad it was a reference you just gave.

Now try to think about what they might have told their friends about you. Are you sure it was the type of reference you wanted?

You can control what type of references you get from others. It’s actually very easy; just remember to treat everyone you meet as you yourself would like to be treated. Now I know we don’t always do that, trust me I know I haven’t always done it. I think it’s easier to do as we get older because you start to realize that it’s not about treating someone different because of the way they look, speak or the crowd they hang with, but it’s about making them feel the way you want to feel.

So remember the next time you meet a stranger or someone new comes into your life they could be either a good reference or not. How that turns out is mostly up to you.

~Stew

---

**“Quips & Quotes”**

Setting goals is the first step in turning the invisible into the visible.

~Tony Robbins
Donald Bailey, Residual Value Manager
Element Fleet Management
940 Ridgebrook Rd.
Sparks, MD 21152
http://elementfleet.com
dbailey@elementcorp.com

After spending 20 years in the United States Air Force, Donald joined the trucking business in 2000, as an analyst and eventually as the Director of Fleet Planning, Penske Truck Leasing. He spent nearly 15 years responsible for fleet planning and residual setting for a fleet of more than 200,000 commercial trucks, tractors, and trailers. He joins the UTA for the chance to network with other industry professionals and share his wealth of knowledge and experience among his industry peers.

Donald enjoys the diversity of his daily work. “Coming from a narrowly focused full service lease background, I’m enjoying learning about all the other unbundled fleet management and finance options available,” he said. Although his expertise is in commercial trucks, Donald now feels fortunate to expand his knowledge to include the material handling world as well, touching everything from pallet jackets and forklifts to cranes and rail-car movers. “The equipment may be very different, but the analytics used to arrive at a good residual estimate are very similar,” he explained.

“I can’t imagine doing anything else,” Donald replied when asked what he’d do if not in trucking. After 20 years in the USAF, he knew he did not want to work for the government anymore, and claims that finding the trucking industry was a great fit for his analytical mind. “When retirement eventually comes,” he said, “I picture myself traveling the US in an RV and serving as a campground host at federal and state parks throughout the nation.” In his spare time, Donald enjoys traveling, camping, and exploring history. “When I can combine any of those at a location near a casino, I’m a happy camper,” he said.

Robert Bierman, President
Access Trucks
5515 NW 88th Street
Johnston, IA 50131
www.accesstrucks.com
1 (800) 241-0094 (w)
robb@accesstrucks.com

Robert started his career in trucking in 1982 as an advertising salesperson for Truck Paper. He joins the UTA for the opportunity to gain knowledge about the current wants, needs, and desires of Access Truck customers. Robert notes the unique nature of the UTA. “Our association is the strongest of any competitor group I have ever been involved with,” he said. “The fact that smart rivals will exchange ideas on how to be more productive in the same industry is a real tribute to the players involved and the UTA.”

Alex Brozek
2217 N. DuPont Highway
New Castle, DE 19720
(201) 452-1220 (w)
abrozek@bayshoretrucks.com

Josette Camacho
Hazel Lane Auto Sales
181 South Franklin Ave, Suite 605
Valley Stream, NY 11581
(516) 634-6351 (w)
josette@hazellaneautosales.com

Jim Carello
(585) 359-2011 (w)
1007 Lehigh Station Rd
Henrietta, NY 04467
www.regionalinternational.com
marketing@regionalint.com

It’s always a treat to welcome new members to the Used Truck Association. Each month we profile our new (or just returning) members in this newsletter. New members have the opportunity to complete a bio and send a photo so our current members can learn more about you. We hope to learn not just how to reach you, but what you enjoy about the work you do, why you joined the UTA, and what gets your gears going as a person. So please return your questionnaire so your fellow UTA members can get to know you!
They say, “Necessity is the mother of invention,” but sometimes it’s also the mother of career opportunity. When Monty Drake, used truck manager for Rush Truck Centers-Indianapolis, moved from Miami, FL to Dallas, TX in 2004, Monty knew his former career in the cruise ship industry was probably over. The couple moved, because Monty’s wife had a new professional opportunity. Monty was unsure of his next career move, when opportunity knocked. “Then out of the blue, I was hired as a sales associate at Arrow Truck Sales Dallas,” he explained. “I had little to no truck experience, but a fair amount of sales experience from past industries to fall back on.” But Monty did have some experience in the trucking business. As a child he was fascinated by the trucks and heavy equipment his uncle used in his construction business. “He let me get up in them and sit on his lap working the steering wheel like I was driving,” Monty said. “I guess that’s why I like being around them still to this day.”

Monty has worked for several truck companies since he first entered the business. “I served as the Center Manager for the SelectTrucks location in Kansas City,” he said. “That was truly a great experience for me. I spent a short time at MHC Kenworth in Kansas City, and I’ve met so many wonderful people.” Monty has formed many enduring friendships along the way with coworkers and mentors at all the companies he’s joined. He recently celebrated his first anniversary with Rush Truck Centers, and he couldn’t be happier. “We have an awesome group of people in Indy from the management team to all the sales, service, parts, and body shop staff,” he said. “The Rush culture promotes a positive attitude, excellence, fairness and productivity.” This creates a positive team energy that fits well with Monty’s values and personal history.

Monty spent his childhood summers on the family farm. These early experiences prepared him to face the realities that lead to a successful life as an adult. “I learned the value of hard work and perseverance,” he explained. “My father taught me at an early age to be honest, trustworthy, and to treat others as we would want to be treated.” Monty also said his dad taught him to always keep his word and to place integrity above all else. But, Dad’s advice was just the beginning. “I’ve had the privilege of being mentored by some truly great people in our industry,” Monty said. “I’m very proud to be associated with them, and I strive to live the lessons I’ve learned.”

When we asked Monty to describe a typical working day, it was time for a bit of a confession. “I’m a very competitive person and look forward to the new possibilities that each day brings,” he said. “Every day has different challenges, and I thrive on meeting those head on.” Looking back over his years in truck sales, Monty turned back to the people. “I look back to all the wonderful people I’ve met through the truck industry and the Used Truck Association,” he said. “I feel very fortunate to be a part of such a great organization.” He has always felt rewarded for his life in the industry. “I remember one of my neighbors in Dallas came over to chat with me as I was working in the yard,” Monty recalled. “He asked me what I did for a living. ‘I’m a truck salesman,’ I said proudly. I think about this from time to time and smile,” he said.

If he could go back in time, Monty would change only one thing. “I wish I would have been smart enough to find the truck industry earlier than I did,” he said. For those just starting out in the industry Monty joined so proudly, he has some advice gained from experience and upbringing. “Believe in yourself,” he said. “Anything is possible. Do what you say you’re going to do. Be honest and genuine. If you tell someone you’ll call them back; then call them back.” Sounds like some good advice Monty learned long ago.

Monty has been married for 17 years to “the love of my life,” he said. They’ve been together for more than 20 years and still enjoy gardening, cooking, and spending time with their family and friends. “My passion is motorcycling and restoring vintage motorcycles,” he confessed. “Of course buying and selling motorbikes is fun, too. Monty enjoys a good Scotch, and he claims to be a “coffee snob.” But he’s quick to point out that his travels through Italy and Europe seem to have started that!”
THE RED OVAL
SYMBOL OF CONFIDENCE.
THE NEXT BEST THING TO NEW.

Peterbilt’s Red Oval program provides the confidence you need when buying pre-owned trucks. A Red Oval truck meets a detailed 150-point, factory-certified inspection for overall vehicle condition, safety and appearance. You’ll receive the Red Oval Assurance warranty and access to 24-hour, road side assistance. And, the Red Oval program is backed by the best dealer network in the industry, providing superior customer service and support. Start looking for your Red Oval certified truck today at www.peterbiltredoval.com.

Peterbilt is a proud UTA member and Diamond sponsor of the 2016 UTA Conference. Please visit the Peterbilt Booth during the convention for more information.
Benjamin DePena, Internet Business Manager

Peterbilt of Atlanta
172 Van Mar Blvd.
Jackson, GA 30233
www.peteatlanta.com
(770) 365-0117 (w)
jdepena@peteatlanta.com

Benjamin has been in the trucking industry for 10 years. He started his career as a used truck salesman. He comes to the UTA to build a strong network. His favorite part of the job is helping his customers. “Because I love to help people,” he said. If he hadn’t found success in trucking, Benjamin may have been in the export business, because he loves to travel. “I love to go on mission trips, to help people around the world,” he said.

Zac Clayton

Kenworth Sales Co.
2125 Constitution Blvd.
West Valley City, UT 84119
(801) 633-8829 (w)
zclayton@kwsco.com

Jeff Dirr, Sales Associate
Fyda Freightliner Cincinnati
1 Freightliner Dr.
Cincinnati, OH 45241
(513) 383-7406
jddirr@fydafreightliner.com

Jeff has been in the trucking industry since 2007, when he began his career in sales. He comes to the UTA in hopes of networking. He enjoys the freedom his job affords him to excel and the power to negotiate deals with his customers. If he weren’t in the trucking industry, Jeff would probably own a food truck. “I used to own a restaurant, and now I sell trucks,” he explained. “Seems like a good combination of my experiences.” In his spare time, Jeff enjoys coaching kids’ basketball and training people in both boxing and kickboxing.

Paul Drake

Tampa Truck Center
7528 US Highway 301 N.
Tampa, FL 33637
Paul@tampaftl.com

Beth Hatfield

Ritchie Bros Auctioneers
4170 Highway 154
Newnan, GA 30265
(778) 331-5500 (w)
bdarby@rbauction.com

Jeff has been in the trucking industry since 2007, when he began his career in sales. He comes to the UTA in hopes of networking. He enjoys the freedom his job affords him to excel and the power to negotiate deals with his customers. If he weren’t in the trucking industry, Jeff would probably own a food truck. “I used to own a restaurant, and now I sell trucks,” he explained. “Seems like a good combination of my experiences.” In his spare time, Jeff enjoys coaching kids’ basketball and training people in both boxing and kickboxing.

Paul Drake

Tampa Truck Center
7528 US Highway 301 N.
Tampa, FL 33637
Paul@tampaftl.com

Missy Edwards

TruNorth Warranty plans of North America
16740 Birkdale Commons Parkway, Suite 208
 Huntersville, NC 28078
www.trunorthwarranty.com
(800) 903-7489 (w)
medwards@trunorthwarranty.com

Missy works as a Telesales representative for TruNorth Warranty. She enjoys the freedom her job affords her and the power she has to negotiate deals. If she weren’t in the trucking industry, Missy would probably own a food truck. “I used to own a restaurant, and now I sell trucks,” she explained. “Seems like a good combination of my experiences.” In her spare time, Missy enjoys coaching kids’ basketball and training people in both boxing and kickboxing.

Tina Franklin

Truckmovers.com Inc
2310 S. Redwood Ave.
Independence, MO 64057
www.truckmovers.com
(816) 861-5444 (w)
tina@truckmovers.com

Tina works as a Telesales representative for Truckmovers.com. She enjoys the freedom her job affords her and the power she has to negotiate deals. If she weren’t in the trucking industry, Tina would probably own a food truck. “I used to own a restaurant, and now I sell trucks,” she explained. “Seems like a good combination of my experiences.” In her spare time, Tina enjoys coaching kids’ basketball and training people in both boxing and kickboxing.

Jordan Hammonds, Wholesale and Retail Sales

7E Sales, LLC
(678) 961-3934
jordan@7esales.com
53 Johnston Circle
Palmetto, GA 30268
(404) 850-1362

Jordan has been in retail truck sales since January 2016.
In his spare time, he enjoys everything about being outside. Whether it’s camping, fishing, or watercraft, Matt is willing to join. “Especially with my family,” he said. “We recently took a week-long trip to Arizona, Utah, and Colorado to visit National Parks and other scenic places.” Matt reported the trip to be a complete success, with “memories for a lifetime.” “As long as I’m out in nature, I’m enjoying myself.”

Ari Shechtman
ashechtman@arifleet.com

Jeff Smith, Used Truck Manager
Neely Coble Company Inc.
319 Fesslers Lane
Nashville, TN 37210
(615) 244-8900 (w)
jeffs@neelycoble.com

Jeff Smith joined the truck business in 2001 when he started selling advertising to truck and trailer dealerships for Fastline Publications. He comes to the UTA now hoping to network and share ideas about how to navigate an industry that changes so quickly. But the ever-changing nature of this business suits Jeff well. “There is at least one new challenge every day,” he replied when we asked what he likes about his job. “Sometimes there are twenty! I can get bored easily, but not when dealing with used trucks.”

Jeff can’t see any other career he might have chosen instead of this one. “When I took the test in high school,” he explained, “it said I would do well as a garbage man or a doctor so that leaves quite a range of options.”

In his spare time, he enjoys fishing and hunting waterfowl. “My family and I spend a great deal of time on the lake,” Jeff said. His family includes both his father, Dudley, and his uncle Don Smith. Both have been in the trucking business for many years and have introduced Jeff to many of their colleagues. “I am trying to continue to build a network of friends and partners,” he said.

Jack Spradlin, Used Truck Sales
Inland Kenworth
(602) 245-2159 (w)
jspradlin@inland-group.com

Jack started his career in the truck industry just this year. He joins the UTA hoping to meet new contacts, in an industry he enjoys, because he loves helping people. If he hadn’t built his career in truck sales, he’d probably still be in the world of transportation. “I enjoy the auto industry,” he said. “If I could not be in sales, I would like to coach baseball at the collegiate level.” Jack played professional baseball before going into sales. “I enjoy playing and teaching the game,” he said.

Robert Wendell
Capo Truck Equipment
65 Edison Avenue
West Babylon, NY 11704
(631) 245-7151 (w)
bobw@capotrucks.com

Tom Winner, Vehicle Purchasing/Wholesale
Bayshore Ford Truck Sales
(302) 363-6048
twinner@bayshoreford.com

Kim Winchester, Used Truck Sales Coordinator
Coldiron Companies
(405) 562-2910
kim.Winchester@coldironcompanies.com

Kim joined the trucking industry in the asset recovery department when she joined Coldiron Companies in 1995. In joining the UTA Kim hopes to advance her career, build new friendships and uncover new opportunities. The best part of the job for Kim is getting to know the customers. “I am an extrovert and enjoy every minute of it,” she said. If not in this business, Kim might be pursuing her passion for animals and the outdoors. Kim has a special passion for mustangs in the wild. She’s hoping to see an improvement in their plight soon. She is also active with the Alzheimer’s Association. She explained that one of her dear friends is helping her mother through this struggle and has been for nearly 10 years. “It is a life-changing experience for her family and friends,” Kim noted.
# Industry Events Calendar

## OCTOBER

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>17-19</td>
<td><strong>Fleet Technology Expo</strong></td>
<td>Renaissance Schaumburg Convention Center Hotel Schaumburg, IL <a href="http://www.fleettechnologyexpo.com/Page/Overview.aspx">www.fleettechnologyexpo.com/Page/Overview.aspx</a></td>
<td></td>
</tr>
<tr>
<td>22-23</td>
<td><strong>California Trucking Show</strong></td>
<td>Ontario Convention Center • Ontario, CA <a href="http://www.californiatruckingshow.com">www.californiatruckingshow.com</a></td>
<td></td>
</tr>
<tr>
<td>24-26</td>
<td><strong>UTA Sponsored Training Seminar: Selling for Success</strong></td>
<td>Courtyard Dallas DFW Airport North/Irving • Dallas, TX <a href="http://www.uta.org">www.uta.org</a></td>
<td></td>
</tr>
</tbody>
</table>

## NOVEMBER

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>9-11</td>
<td><strong>Work Truck Exchange</strong></td>
<td>The Scottsdale Resort • Scottsdale, AZ <a href="http://www.worktruckex.com">www.worktruckex.com</a></td>
<td></td>
</tr>
<tr>
<td>9-12</td>
<td><strong>17th Annual UTA Convention</strong></td>
<td>Westin Savannah Harbor • Savannah, GA <a href="http://www.uta.org/2016/01/19/uta-2016-convention-in-savannah/">www.uta.org/2016/01/19/uta-2016-convention-in-savannah/</a></td>
<td></td>
</tr>
</tbody>
</table>

## MARCH 2017

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>14-17</td>
<td><strong>The Work Truck Show</strong></td>
<td>Indiana Convention Center • Indianapolis, IN <a href="http://www.worktruckshow.com/">http://www.worktruckshow.com/</a></td>
<td></td>
</tr>
</tbody>
</table>

---

### The Brooks Group

Sales Tip of the Month

The most powerful thing a sales manager can do is to go to joint calls and then conduct curbside coaching with salespeople.
IT’S FIXIN’ TO BE SWEET AS A PEACH!
THE UTA 2016 CONVENTION IN SAVANNAH

truckmovers.com®
Self-Awareness

Self-awareness is the first component of emotional intelligence—which makes sense when one considers that the Delphic oracle gave the advice to “know thyself” thousands of years ago. Self-awareness means having a deep understanding of one’s emotions, strengths, weaknesses, needs, and drives. People with strong self-awareness are neither overly critical nor unrealistically hopeful. Rather, they are honest—with themselves and with others.

People who have a high degree of self-awareness recognize how their feelings affect them, other people, and their job performance. Thus, a self-aware person who knows that tight deadlines bring out the worst in him plans his time carefully and gets his work done well in advance. Another person with high self-awareness will be able to work with a demanding client. She will understand the client’s impact on her moods and the deeper reasons for her frustration. “Their trivial demands take us away from the real work that needs to be done,” she might explain. And she will go one step further and turn her anger into something constructive.

Self-awareness extends to a person’s understanding of his or her values and goals. Someone who is highly self-aware knows where he is headed and why; so, for example, he will be able to be firm in turning down a job offer that is tempting financially but does not fit with his principles or long-term goals. A person who lacks self-awareness is apt to make decisions that bring on inner turmoil by treading on buried values. “The money looked good so I signed on,” someone might say two years into a job, “but the work means so little to me that I’m constantly bored.” The decisions of self-aware people mesh with their values; consequently, they often find work to be energizing.

How can one recognize self-awareness? First and foremost, it shows itself as candor and an ability to assess oneself realistically. People with high self-awareness are able to speak accurately and openly—even when it necessarily effusively or confessionally—about their emotions and the impact they have on their work. For instance, one manager I know of was skeptical about a new personal-shopper service that her company, a major department-store chain, was about to introduce. Without prompting from her team or her boss, she offered them an explanation: “It’s hard for me to get behind the rollout of this service,” she admitted, “because I really wanted to run the project, but I wasn’t selected. Bear with me while I deal with that.” The manager did indeed examine her feelings; a week later, she was supporting the project fully.

Such self-knowledge often shows itself in the hiring process. Ask a candidate to describe a time he got carried away by his feelings and did something he later regretted. Self-aware candidates will be frank in admitting to failure—and will often tell their tales with a smile. One of the hallmarks of self-awareness is a self-deprecating sense of humor.

Self-awareness can also be identified during performance reviews. Self-aware people know—and are comfortable talking about—their limitations and strengths, and they often demonstrate a thirst for constructive criticism. By contrast, people with low self-awareness interpret the message that they need to improve as a threat or a sign of failure.

Self-aware people can also be recognized by their self-confidence. They have a firm grasp of their capabilities and are less likely to set themselves up to fail by, for example, overstretching on assignments. They know, too, when to ask for help. And the risks they take on the job are calculated. They won’t ask for a challenge that they know they can’t handle alone. They’ll play to their strengths.

Consider the actions of a midlevel employee who was invited to sit in on a strategy meeting with her company’s top executives. Although she was the most junior person in the room, she did not sit there quietly, listening in awestruck or fearful silence. She knew she had a head for clear logic and the skill to present ideas persuasively, and she offered cogent suggestions about the company’s strategy. At the same time, her self-awareness stopped her from wandering into territory where she knew she was weak.

Despite the value of having self-aware people in the workplace, research indicates that senior executives don’t often give self-awareness the credit it deserves when they look for potential leaders. Many executives mistake candor about feelings for “wimpiness” and fail to give due respect to employees who openly acknowledge their shortcomings. Such people are too readily dismissed as “not tough enough” to lead others.

In fact, the opposite is true. In the first place, people generally admire and respect candor. Furthermore, leaders are constantly required to make judgment calls that require a candid assessment of capabilities—their own and those of others. Do we have the management expertise to acquire a competitor? Can we launch a new product within six months? People who assess themselves honestly—that is, self-aware people—are well suited to do the same for the organizations they run.

Options to Meet Your Marketing Needs!

- Online Inventory Listings
- Social Media Boosted Posts
- Web Banners
- Custom Email Campaigns
- Direct/Targeted Email List

Kelly Brandstatter
Medium Duty Truck Program Manager
Direct: 262-253-7524
Cell: 414-507-9022
kelly.brandstatter@russdarrow.com

31% DIRECT FUEL COST SAVINGS WHEN UPGRADING YOUR TRUCK 5 MODEL YEARS

How much does your customer lose during vehicle down time?
- Revenue • Productivity • Disrupted Work Day
- Penalties • Vehicle Availability to Respond
- Alternative Vehicles Costs

TRUCKPLANET
an IronPlanet marketplace

WELCOME TO THE WORLD’S LEADING ONLINE TRUCK MARKETPLACE

- Weekly online auctions
- Global buyers and sellers
- 400 trucks sold every week
- Targeted Marketing Programs
- 1.5 Million Registered Users
- No Transportation Costs
- Pre-Qualified Bidders

Detailed inspection reports by Asset Appraisal Services®, the leader in truck inspections and appraisals.

www.TruckPlanet.com  |  1-888-433-5426

Equipment subject to change. © 1999-2016 IronPlanet, Inc. All Rights Reserved. IronPlanet®, TruckPlanet®, Asset Appraisal Services® are registered service marks of IronPlanet, Inc. All other marks and brands are the property of their respective owners.
**DEKRA Commercial Condition Reports**
- Independent inspections
- Increased sales price
- Experienced Inspectors
- Certified Diesel Technicians
- Comprehensive Reports

Come by DEKRA’s Booth to test drive our mini-tractor trailer and try to win a prize!

© 2016 DEKRA. All rights reserved.

**AGWS wants to partner with you to offer your customers excellent and unique Service Contracts backed by an A rated insurance carrier.**

American Guardian Warranty Services, Inc. is part of the American Guardian Group of Companies. Contact Andy Walsh at 800.579.2233 ext. 4137 or awalsh@agwsinc.com for more information.

Warrenville, IL 60555 | Agwsinc.com

**Monthly heavy-duty truck auctions:**
- ADESA Atlanta
- ADESA Boston
- ADESA Brasher's
- ADESA Jacksonville
- ADESA Little Rock
- ADESA Mercer
- ADESA Northwest
- ADESA Salt Lake
- ADESA San Antonio

Contact our National Sales and Operations Manager for more information:
Al Kelly • (980) 254-4168 • al.kelly@adesa.com

**Finance your commercial truck inventory with AFC or AFC Cal, LLC**

View all truck history reports in an instant.

**Learn more about American Driveaway**

“Specializing in all of your driveaway needs”

**Our Mission:**
- Dependable service with a personal touch
- Competitive pricing
- Reliable delivery dates
- Professional and courteous drivers
- Friendly and accountable staff

**Driveaway Services**

- F&I Product
- Technology
- Training
- Service
- Administration

**American Driveaway**

PHONE: 217-783-2247
FAX: 844-828-3501
LOADS@AMERICANDRIVEAWAY.COM
FACEBOOK.COM/AMERICANDRIVEAWAY
WWW.AMERICANDRIVEAWAY.COM
COMPREHENSIVE TRUCK SERVICE AND MAINTENANCE NATIONWIDE.

TA Truck Service’s highly-trained technicians, with state-of-the-art equipment, tools and technology, provide a quality inspection and any necessary repairs to ready your vehicle for re-sale. Utilizing diagnostics with bi-directional communications, faults are identified and necessary repairs, within our wide scope of services, are completed right away. Whether in our bay, at your site or at a yard, let OnSITE increase your efficiency in the inspection and repair process.
Pricing Remains Stable Despite Higher Volume

Auction volume increased moderately in September, but the impact to pricing was minimal. Retail pricing continues to outperform expectations, and the volume of trucks sold to end users increased dramatically month-over-month. Lower pricing may be enticing more buyers back into the marketplace.

Sleeper Tractors – Auction/Wholesale

The summer lull in auction volume ended in September, with the number of sleeper tractors sold increasing to a level last seen in early spring. Pricing was not notably impacted, with our benchmark model bringing money similar to last month.

Specific auction performance of our benchmark model was as follows:
- MY2011: $36,181 average; $181 (or 0.4 percent) higher than August
- MY2012: $28,799 average; $3,221 (or 10.1 percent) lower than August
- MY2013: $36,181 average; $181 (or 0.5 percent) higher than August

Looking at the year-to-date trend, depreciation in the auction lanes remains mild to moderate. Since January, trucks of model year 2013 have lost about 22 percent of their value, trucks of model year 2012 have lost about 24 percent of their value, and trucks of model year 2011 have lost about 24 percent of their value. These figures translate to an overall monthly loss of about 2.6 percent, which is substantially better than the nearly 5 percent average monthly loss in the second half of 2015. Of course, trucks sold this time last year were bringing more than 30 percent more money than they are now.

See the “Volume of the Three Most Common Sleeper Tractors Sold…” and “Average Selling Price: Benchmark Sleeper Tractor…” graphs for detail.

Average mileage for this cohort was 462,735 – 44,568 (or 8.8 percent) lower than July. Compared to August 2015, trucks sold this month had 4,843 (or 1.0 percent) fewer miles, and brought $19,966 (or 23.8 percent) less money.

Since January, three to five year-old trucks have lost about 20 percent of their value, for a monthly average of about 2.5 percent. This figure continues to outperform our earlier forecast of 3-5 percent, but is still moderately higher than in the same period of 2015. Further, trucks of this age cohort are bringing an average of $8,836 (or 16.7 percent) less money in 2016 than 2015. In terms of individual model years, late-model trucks are a mixed bag. Trucks three years of age have lost 25 percent of their value since January, trucks four years of age have lost 13 percent, and trucks five years of age have lost 22 percent. A four-year-old truck with mileage in the 400-500,000 range still seems to be the sweet spot in terms of value retention. This truck is averaging in the high-$30’s, and still has a few years of service before an overhaul is needed.

See the ”Average Sleeper Tractor Pricing by Model Year (All Wholesale)” graph for detail.

Sleeper Tractors – Retail

In August, retail pricing continued to outperform expectations. Depreciation was very mild for the second month in a row.

Looking at sleeper tractors three to five years of age, average pricing for this cohort was $60,280 – $551 (or 0.9 percent) higher than July. Average mileage was 445,432 – 4,808 (or 1.1 percent) lower than July. Compared to August 2015, average pricing was $9,786 (or 14.0 percent) lower, and average mileage was 20,188 (or 7.8 percent) lower.

Since January, three to five year-old sleepers have lost just over $10,000 (or 14 percent) of their retail value, which translates to less than 2 percent per month. Newer trucks continue to perform best on a percentage basis, with three-year-old trucks losing about 14 percent of their value, four-year-old trucks losing about 15 percent, and five-year-old trucks losing about 19 percent since January. The rate of retail depreciation continues to outperform our original forecast of 3-4 percent per month.

Looking at individual makes and models three to five years of age, the Kenworth T660 continues to perform strongly, taking the top spot this month. This model, along with the Freightliner Cascadia and Volvo 730/780, have consistently performed at the top of the market since early 2016. The Cascadia appears to have recovered from its volume-related devaluation of late last year.

The Peterbilt 386 and 587 are actually performing better in the real world than this graph suggests. There were zero sales of 2014 models reported sold in July and August, artificially impacting the 3-5 year-old average reflected in the graph.

As for the International ProStar, there was only one 2014 model reported
sold in August, and it brought money not reflective of typical results. We continue to view ISX-equipped 2014 ProStars as performing similarly to the market average, and earlier model years as maintaining their typical gap with other models. Also, we are seeing more SCR-converted MaxxForce units cycle through the used market. Pricing for these trucks seems to roughly split the difference between a non-conversion MaxxForce and an ISX. We will hone our valuations as we receive more data.

See the "Average Retail Selling Price: 3-5 Year-Old Sleeper Tractors" and "Average Selling Price of Selected 3-5 Year-Old Sleeper Tractors" graphs for detail.

Looking at retail sales volume, August’s results surprised on the upside, coming in at 5.4 trucks per rooftop. This figure is 0.7 truck higher than July, and the highest result since May 2015. We had not expected any month to register above 5.0, so August’s figure is a clear “outperform.” Specifically, Class 4’s had a moderately off month in terms of pricing, with volume substantially elevated.

The heavier end of the medium duty market performed unexpectedly well in August, with 4-7 year-old Class 6 trucks bringing substantially more money than earlier months. However, the better figures are mostly due to an unusually low-mileage mix of trucks sold this month. Class 4’s had a moderately off month in terms of pricing, with volume substantially elevated.

Depreciation remained low in August and September despite higher volume. The freight environment remains moderately negative, but the domestic economy in general continues to show incremental upward growth. Our original forecast of 3-5 percent per month depreciation is looking increasingly pessimistic, and the biggest hits to values are likely behind us.

### Medium Duty Trucks

Starting with Class 3-4 cabovers, August was a moderately down month, with trucks 4-7 years of age averaging $13,711. This figure is $1,158 (or 7.8 percent) lower than July, and $2,497 (or 15.4 percent) lower than July 2015. Year to date, 2016 is running $758 (or 4.6 percent) behind 2015.

The light cabover segment is now running at just under 3 percent depreciation per month. 2016 is still unfavorable compared to 2015, which showed just over 1 percent per month over the same period. Volume, up notably in 2016, is the most likely explanation for the lower selling prices.

See the "Average Wholesale Selling Price: 4-7 Year-Old Class 3-4 Cabovers" graph for detail.

The heavier end of the medium duty market performed unexpectedly well in August, with 4-7 year-old Class 6 trucks bringing substantially more money than earlier months. However, the better figures are mostly due to an unusually low-mileage mix of trucks sold this month. Class 4’s had a moderately off month in terms of pricing, with volume substantially elevated.

Specifically, Class 4’s averaged $18,719 in August. This figure is $1,441 (or 9.8 percent) lower than July, and $520 (or 5.5 percent) lower than August 2015. Class 6’s averaged $25,466 in August. This figure is $7,684 (or 43.2 percent) higher than July, and $7,354 (or 40.6 percent) higher than August 2015. With the unusual mix of Class 6’s sold in August, we do not consider this month’s results representative of a market shift. We continue to view the Class 4 market as moderately healthier than the Class 6 market.

### Forecast

Depreciation remained low in August and September despite higher volume. The freight environment remains moderately negative, but the domestic economy in general continues to show incremental upward growth. Our original forecast of 3-5 percent per month depreciation is looking increasingly pessimistic, and the biggest hits to values are likely behind us.

Reprinted with permission from the ATD/NADA Official Commercial Truck Guide®

www.nada.com/b2b
What happens when two world-class companies combine their expertise to optimize fuel economy and performance? You get the SmartAdvantage Powertrain, the most efficient powertrain in line-haul operation. Cummins ISX15 with available ADEPT™ technology includes SmartTorque2 and SmartCoast™, and is rated at 400-450 hp (298-336 kW). Coupled with the Eaton® Fuller Advantage® 10-Speed Automated Transmission, this versatile powertrain thinks and works as one unit – reading gross vehicle weight (GVW), road speed, grade, gear and more, then optimizing shift points, for maximum fuel efficiency and driver comfort.

It’s available in the most fuel-efficient trucks from the OEM of your choice. See how much your business could be saving at SmartAdvantagePowertrain.com.

**SmartAdvantage™ Powertrain**
The Most Fuel-Efficient Powertrain You Can Buy.
Walk, Jog or Run FOR EDUCATION in Savannah!

The UTA is extremely passionate about the value of higher education to individuals, families and communities! One of the UTA’s new challenges is to bring more awareness to the Jerome Nerman Foundation, and promote good health amongst the members of the association. The UTA 5K Run/Walk is new this year, and it’s a great way to condition ourselves today and condition our youth for the future.

Join Us or Donate Now!

www.uta.org

Contact Chris Visser Chris.Visser@nada.com or Kelly Coldiron kelly.coldiron@coldironcompanies.com for more information.

At Your Service Around the Nation...

COLDIRON COMPANIES
NATIONWIDE TRUCK TRANSPORT & ASSET RECOVERY
www.coldironcompanies.com
The NEW Cummins Encore Xtra Extended Coverage is added protection against unexpected repair bills. It covers ISX15 and ISX12 EPA 2010 and 2013 engines between 18 and 72 months since date in service (DIS) or that have run between 200,000 and 650,000 miles. Encore Xtra provides added financial security and peace of mind and is now available for first and second owners of Cummins ISX-powered trucks. Right now, a special reduced price incentive is being offered when you upfit these engines with the latest technology and purchase Encore Xtra. There are multiple Encore Xtra plan options, based on the desired length, horsepower and the level of component coverage. The Encore Xtra Plan 1 even covers these critical components: Exhaust Gas Recirculation (EGR) cooler, valve and mixer, Fuel injectors (excluding aftertreatment injector), Turbo, Water pump, Fuel Pump and Air compressor.

Every™ Question. Answered.
To find out more about Encore Xtra coverage please see your local Cummins dealer or distributor, or contact Cummins directly by phone at 1-800-DIESELS (1-800-343-7357), or email through our website at cumminsengines.com
Truck Center can convert your excess vehicles into cash through our live onsite and online simulcast public auctions or our retail channel. Visit our booth and ask about our Win-Win Program. Truck Center offers a reserve price at auction.
GET 20% MORE MILEAGE GUARANTEED.

The new MICHELIN® X® Line™ Energy Z steer tire is guaranteed to deliver 20% more mileage vs. the competition, along with a 5% improvement in rolling resistance.

If you’re a Used Truck Association member in the U.S., take advantage of a special program that provides consistent national pricing and convenient payment options on MICHELIN® truck tires and retreads.

To enroll now or learn more, visit uta.org/Michelin.

SEE THE VALUE FROM EVERY ANGLE
with the new NADA Values Online

Insight is everything when it comes to accurate vehicle valuation. That’s why the new NADA Values Online makes it easier than ever to see all sides of every vehicle’s story.

Introducing powerful new features, including:

- New Vehicle Values
- Vehicle valuation trends
- Inventory valuation
- Custom reporting

Get deeper insights and the values you trust.

Subscribe today:
nada.com/ValuesOnline
866.976.6232

NADA Used Car Guide and its logo are registered trademarks of National Automobile Dealers Association, used under license by J.D. Power and Associates.

Subscribe today:
nada.com/ValuesOnline
866.976.6232

The new MICHELIN® X® Line™ Energy Z steer tire is guaranteed to deliver 20% more mileage vs. the competition, along with a 5% improvement in rolling resistance.

If you’re a Used Truck Association member in the U.S., take advantage of a special program that provides consistent national pricing and convenient payment options on MICHELIN® truck tires and retreads.

To enroll now or learn more, visit uta.org/Michelin.

Your Satisfaction Delivered.

866-515-TEAM  ➤  www.teamdriveaway.com

Every month Black Book’s Official Medium and Heavy Duty Truck and Trailer Guide carries the load on valuation.

This valuable resource covers approximately 4,000 class 4 through class 8 trucks, tractors, straight trucks and commercial trailers used in the trucking and transportation industry.

Call 800-554-1026 to subscribe or learn more.

Black Book
www.blackbook.com

NADA Used Car Guide and its logo are registered trademarks of National Automobile Dealers Association, used under license by J.D. Power and Associates.
Quality Coverage
For a Better Road Ahead

800-950-3377

Stop by and see us at the Used Truck Association Convention!

Learn about the MX-13 Engine’s B10 rating, and how it maximizes fuel efficiency while delivering a quieter, smoother ride.

And to give you more value, we are including a 1-year/125,000 mile warranty with every MX-powered used truck purchase - at no additional cost!
Industry News Briefs

**August Class Orders Improved, Steady Expectations for Classes 5-7**

The market seems to be moving in the right direction after disappointing numbers over the last few months. Class 8 net orders rose to a three-month high of 14,200 in August, aided in part by cancellations, which fell to a 33-month low. Seasonally adjusted, Class 8 orders were the best since March at 16,000 units. Medium-duty net orders were up m/m, totaling 17,100 units, in-line with the order trend in place since April. These results were published in the latest State of the Industry report, recently released by ACT Research Co. (ACT). The report covers Classes 5 through 8 vehicles for the North American market.

“While down in August against traditional comparisons, Mexico remains the bright spot in the market as freight generation continues to benefit from peso weakness,” said Kenny Vieth, President and Senior Analyst. “A proposed emissions mandate at the start of 2018 is likely adding to market strength as truckers think strategically.” Speaking on Classes 5–7, Vieth continued, “With the consumer economy hitting on most cylinders, and without any irrational demand activity cycle-to-date (maybe a few months of peakiness early in the year as new products were ramped-up), there is good consistency in MD demand and steady-as-she-goes expectations remain in place.”

---

**FTR Reports August Preliminary Class 8 Orders Slightly Above Expectations**

Reduced cancellations also boosted Class 8 orders, according to FTR. FTR released preliminary Class 8 net orders for August at 14,000 units, slightly above expectations and a 36 percent improvement over July. However, the Class 8 order activity for August was the weakest for that month since 2010 and down 35 percent from August 2015. Class 8 orders for the last twelve months have totaled 206,000 units.

Don Ake, Vice President of Commercial Vehicles at FTR, commented, “There is nothing unusual about the order numbers in August. We expected orders to average around 12,000 per month in the July-August period and taken as a whole, they did. There were fewer cancellations in August, making the month look a little better than July. July will be the lowest order month of the year, which is typical. Market conditions did not deteriorate nor improve in August. Fleets are now busy evaluating their truck requirements for 2017 in an uncertain freight environment. September orders should remain moderate, with October orders giving the first indication of expected market conditions for next year.”

---

**US Department of Transportation Releases Policy on Automated Vehicle Technology**

Although the technology for autonomous vehicles is still emerging, the Department of Transportation has released a new policy to support state governments as they individually assess the launch of self-driving vehicles. The U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) announced a new policy concerning vehicle automation, including its plans for research on related safety issues and recommendations for states related to the testing, licensing, and regulation of “autonomous” or “self-driving” vehicles. Self-driving vehicles are those in which operation of the vehicle occurs without direct driver input to control the steering, acceleration, and braking and are designed so that the driver is not expected to constantly monitor the roadway while operating in self-driving mode.

“Whether we’re talking about automated features in cars today or fully automated vehicles of the future, our top priority is to ensure these vehicles – and their occupants – are safe,” said Secretary Ray LaHood. “Our research covers all levels of automation, including advances like automatic braking that may save lives in the near term, while the recommendations to states help them better oversee self-driving vehicle development, which holds promising long-term safety benefits.”

NHTSA’s policy addresses:

- An explanation of the many areas of vehicle innovation and types of automation that offer significant potential for enormous reductions in highway crashes and deaths;
- A summary of the research NHTSA has planned or has begun to help ensure that all safety issues related to vehicle automation are explored and addressed; and
- Recommendations to states that have authorized operation of self-driving vehicles, for test purposes, on how best to ensure safe operation as these new concepts are being tested on highways.

Several states, including Nevada, California and Florida have enacted legislation that expressly permits operation of self-driving (sometimes called “autonomous”) vehicles under certain conditions. These experimental vehicles are at the highest end of a wide range of automation that begins with some safety features already in vehicles, such as electronic stability control. Today’s policy will provide states interested in passing similar laws with assistance to ensure that their legislation does not inadvertently impact current vehicle technology and that the testing of self-driving vehicles is conducted safely.

“We’re encouraged by the new automated vehicle technologies being developed and implemented today, but want to ensure that motor vehicle safety is considered in the development of these advances,” said NHTSA Administrator David Strickland. “As additional states consider similar legislation, our recommendations provide lawmakers with the tools they need to encourage the safe development and implementation of automated vehicle technology.”

The policy statement also describes NHTSA’s research efforts related to autonomous vehicles. While the technology remains in early stages, NHTSA is conducting research on self-driving vehicles so that the agency has the tools to establish standards for these vehicles, should the vehicles become commercially available. The first phase of this research is expected to be completed within the next four years.

---
Volvo’s “SuperTruck” Exceeds Program’s Freight Efficiency Goals

When Volvo Trucks North America recently unveiled its new SuperTruck demonstrator design, the company announced that the finished product achieved a freight efficiency of 88 percent, surpassing the U.S. Department of Energy’s goal of a 50 percent enhancement.

From the top-of-cab solar panels powering its battery and interior lights, to its ultra-light aluminum frame and 425 horsepower 11-liter proprietary engine, the SuperTruck concept vehicle allowed Volvo engineers to push the boundaries of heavy truck efficiency. The sleek tractor-trailer combination boosted fuel efficiency by 70 percent – exceeding 12 miles per gallon, with some test runs showing more than 13 miles per gallon – in road tests, and powertrain brake thermal efficiency reached 50 percent.

“With the support of DOE’s SuperTruck program, Volvo Trucks has presented an exciting vision of trucking’s future,” said Göran Nyberg, president of Volvo Trucks North America. “Even more impressive is the fact that these tremendous gains were made against a base model Volvo that already in 2009 averaged 7 miles per gallon.”

The SuperTruck program was a five-year DOE research and development initiative to improve freight efficiency by 50 percent compared to 2009 base model trucks. The DOE recently selected the Volvo Group to participate in DOE’s SuperTruck II program, which will target a 100 percent improvement on a ton-mile-per-gallon basis, and a powertrain capable of 55 percent brake thermal efficiency.

Volvo’s aerodynamic SuperTruck has a shorter front end than conventional trucks on the road today, and the hood has a sharper downward slope. Lightweight fairings run the length of the tractor and trailer, and cameras have replaced rearview mirrors. Its redesigned chassis is made almost entirely of aluminum, which halved the chassis weight and contributed to an overall tractor-trailer weight reduction of 3,200 pounds.

While not every technology demonstrated in the Volvo SuperTruck will be commercialized, three of the engine advancements developed through SuperTruck research – the wave piston, turbo compounding system and common rail fuel injection system – are already featured in Volvo Trucks’ 2017 engine line-up. Likewise, a number of SuperTruck-derived aerodynamic improvements can be found on today’s Volvo VNL tractors.

Navistar Announces Wide-Ranging Strategic Alliance with Volkswagen Truck & Bus

Navistar International Corporation announced that it has formed a wide-ranging strategic alliance with Volkswagen Truck & Bus, which includes an equity investment in Navistar by Volkswagen Truck & Bus and framework agreements for strategic technology and supply collaboration and a procurement joint venture.

The agreements expected to be entered into in connection with the alliance will enable Navistar to offer customers expanded access to leading-edge products and services through collaboration on technology and the licensing and supply of Volkswagen Truck & Bus’s products and components.

Navistar Announces Wide-Ranging Strategic Alliance with Volkswagen Truck & Bus

Navistar International Corporation announced that it has formed a wide-ranging strategic alliance with Volkswagen Truck & Bus, which includes an equity investment in Navistar by Volkswagen Truck & Bus and framework agreements for strategic technology and supply collaboration and a procurement joint venture.

The agreements expected to be entered into in connection with the alliance will enable Navistar to offer customers expanded access to leading-edge products and services through collaboration on technology and the licensing and supply of Volkswagen Truck & Bus’s products and components.

4 State Trucks Hosts the Eight Annual Guilty by Association Truck Show for a Good Cause

It’s always great to see a company doing well in our industry while also doing good for the world. The eighth annual Guilty by Association Truck Show (GBATS) and customer expo was held at the 4 State Trucks headquarters September 23rd through the 24th. The record-breaking event included a convoy of 403 trucks and weekend of family friendly fun. “Not only did all attendees and participants have a great show, but by working together we were able to raise over $102,000 for the Special Olympics!” said Bryan Martin. “It really shows the good heartedness these truckers have for the community.”
Fort Wayne Auto Truck Auction
3600 E Washington Blvd. • Fort Wayne, IN 46803
– 1984 - 2016 –
Fort Wayne’s Original Truck Auction!

Call for a list or to bid online, visit: www.fwata.com
Sales: Paul Beerman, John Wiesemann,
Liz deWeese, Don Porter
or Jeneane Casebere
Call for information or to consign
888.748.2332 or 260.748.2000

OVER 250!
TRACTORS, TRAILERS,
EQUIPMENT, DAYCABS, REEFERS,
UTILITY TRUCKS, DUMP TRUCKS,
BOX TRUCKS, VAN TRAILERS,
FLATBEDS & MORE
Always a good selection of
Off Lease Vehicles

HEAVY TRUCK AUCTION!
OPEN TO THE PUBLIC! - Every Other Wednesday 10 a.m.!
888.748.2332 or 260.748.2000 – Call for a calendar!

You shouldn’t have to sacrifice quality for comfort.
Purchase your next used truck at a Volvo dealer near you.

Getting the job done since 1900.
Take on your tough job with a used truck from your local Mack dealership.

Premium Certified Used Trucks

RoadChoice.com
Looking for All Makes Heavy Duty Truck Parts?
Find Them at RoadChoice.com

RoadChoice.com

Dex Heavy Duty Parts, LLC.
www.dexheavydutyparts.com
888-631-3409

CHECK DEX
RECYCLED RENOVATED SURPLUS
ALL MAKES HEAVY AND MEDIUM DUTY PARTS
THE MOST POPULAR USED TRUCK CHANNEL YOU’VE NEVER HEARD OF

Driving choice.

Visit our booth at the UTA Convention
TAKE THE HIGHWAY TO PROFITS

NATIONWIDE LOCATIONS // VALUE-ADDED SERVICES
IN-LANE, SIMULCAST, LIVE.COM

CALL 866-MANHEIM, OR VISIT MANHEIMSPECIALTYAUCTIONS.COM

©2016 Manheim. All rights reserved.

-USED TRUCK MARKET UPDATES
-OPERATIONAL CONSULTING
-VALUATION SUPPORT

FOR INFORMATION CALL:
BENNETT WHITNELL
(310)-874-4209
BENNETT@WHITNELLANALYTICS.COM

ALL ROADS LEAD TO YES

Yes to 1.2 MILLION unique visitors each month.
Yes to being the INDUSTRY LEADER in the commercial marketplace.

VISIT US ONLINE AT WWW.COMMERCIALTRUCKTRADER.COM OR CALL US TOLL-FREE AT (844) 847-0368

Strategic Relationship Manager for Commercial Truck Trader & UTA member since 1997
Proud sponsor of the UTA
For a better understanding of the market...

**Used Truck Market Classes 3-8 Report**
**ACT N.A. Commercial Vehicle OUTLOOK**

Just two of our many reports and analyses.

ACT is the recognized leading publisher of commercial vehicle industry data, market analysis and forecasting services for the North American market.

See samples at [www.actresearch.net](http://www.actresearch.net)
Or call us at 812-379-2085
Financing options for your used and new equipment buyers!

- Quick turnaround times
- Flexible, competitive terms
- Financing for Tractors and Trailers
- Owner-Operator AND fleet deals welcome!
- “Hands-on” approach to EVERY deal!

CALL US TODAY!
WE WANT TO HELP YOU CLOSE MORE BUSINESS!

PHONE: 312.881.3133 | FAX: 312.881.3308
WWW.SECONDCITYLEASING.COM

QUALITY, RELIABILITY, AVAILABILITY AND VALUE FOR ALL MAKES.

TRP® All-Makes Promise. It’s the promise of performance you can rely on when the road ahead is unreliable. It means a wide selection of dependable replacement parts for all makes of trucks, trailers and buses. It stands for quality and value for heavy- and medium-duty applications. And it is where you’ll find an industry-leading warranty and nationwide availability that keeps your business moving forward.

TRPParts.com
Image depicts a representation of the product. Actual product may differ.
TRP is a registered trademark of PACCAR Inc.
SelecTrucks is a proud member of the Used Truck Association.

SelecTrucks is committed to the UTA and its goal of strengthening the used truck industry. We believe in the continuous development of our people and are dedicated to upholding the highest standards of service and professionalism.

For nearly 20 years, SelecTrucks has focused on making our customers successful, day in and day out. Throughout our network of 24 retail locations, we offer a wide selection of used trucks and unparalleled support.
“When life gives you lemons…” Well, you, Dear Reader, know how to fill in the rest of this little cliché. After this past crazy month, we’ve come to dislike this particular cliché with a great vengeance. So, why would two writers, devoted to the English language in particular and words in general, have such a passionate response to a common American expression? Read on, please. This is a tale of two perspectives since after all, you’ve got two writers. It’s a tale of a life-disrupting event, a really lousy birthday, and a marriage that is ever-changing and ever strong.

Exactly two weeks ago, Brad took a terrible stumble down our backstairs and landed on the kitchen floor. Deb was out running errands at the time and came home to find Brad upstairs cuddled in our bed in terrible pain. If you’ve been married for any length of time, you’ll recognize what happened next. It was about five hours of negotiation concerning what we should do. While I (Deb) struggled to help him to the bathroom, Brad insisted he’d be better in the morning. That seemed increasingly unlikely, so by 9:00 pm, he lost the debate, and we set out for the hospital. Actually, Brad asked me how I would get him down the stairs, and I replied, “Oh, that’s easy. I’ll call 911.” When the ambulance arrived from down the street, we met a young EMT who used to work at the custard stand with our daughter, when both girls were in high school. It is a dear little town. The crew carefully loaded him into the ambulance, and I followed in the car.

Five hours in the crowded ER hallway passed before we got a cubby and the attention of a doctor. It took very little time to learn that Brad had broken his hip. The doctor cheerily said, “If you’ve got to break a hip, yours is the best break you could hope for!” Okay, Doc, thanks. To move this long story along, we met the surgeon that night, and he put our guy back together with three pins in his hip. This, as it happens, was Brad’s birthday, marked down in the family history as the Worst Birthday Ever. But, with Brad nestled comfortably in his post-op bed, I set out for home, a shower, food, and sleep. It had been a very long 36 hours.

So what makes a strong, healthy, fit man fall down the stairs? Let’s just say I wasn’t surprised. Brad has had a devotion to a crummy pair of slippers that he’s worn far too long and far too hard. I’ve been fulfilling my wifely responsibility of nagging (I mean gently suggesting) that he was going to kill himself on our stairs with those dumb slippers. “Drive over the mountain and for the love of all that is holy, buy a new pair of slippers,” resonates in my memory. So, he met his match and those crummy old slippers did him in. I take no joy in having been right.

Three days in the hospital and then off to the “rehabilitation center,” which is what they call a nursing home when they’re trying so send someone young and injured to a facility that will help him. Brad found himself wandering the halls in the middle of the night surrounded by busy staff and insomniac patients who could easily have been any one of our parents. He found the hubbub of the center reassuring. “Most of the aides, nurses, and therapists really do care about you,” he observed almost right after being admitted. His “roommate” is 85 years old and full of a lifetime of stories that Brad hasn’t heard yet. They’re getting along swimmingly. “Take care of yourselves, keep saving, and think about what you’ll do when you need some help with things in life you’ve always done for yourself,” Brad said. That’s his takeaway.

As for me, I’ve spent more time living all alone these last few weeks than I ever have in my entire life. It’s been okay, easier than I would have thought. I’ve learned that Brad does a lot more stuff around the house than I’ve been giving him credit for. I’ve also learned that, although I’ve spoiled him pretty well, he is stronger and more resilient than either one of us would have guessed. And so am I. I have the support of our grown kids, and the companionship of our daughter who lives down the street. She actually came over that first dreadful night simply, because she suspected I might need a hug. She was right.

So what about those lemons and that goofy cliché? I have an edited version. “When life gives you lemons, count your blessings!” The doctor was right about the nature of the break. If Brad had broken his hip differently, the recovery would have been twice as long! We live in place where neighbors take care of each other, and some even drive the ambulance. We have a devoted family, and a relationship that has stood the test of time, and gravity. Brad has learned that he’s not as invincible as he once thought, a good lesson in the long run. He’s also learned that, although I’ve spoiled him pretty well, he is stronger and more resilient than either one of us would have guessed.

And so am I. I have the support of our grown kids, and the companionship of our daughter who lives down the street. She actually came over that first dreadful night simply, because she suspected I might need a hug. She was right.

The doctor was right about the nature of the break. If Brad had broken his hip differently, the recovery would have been twice as long! We live in place where neighbors take care of each other, and some even drive the ambulance. We have a devoted family, and a relationship that has stood the test of time, and gravity. Brad has learned that he’s not as invincible as he once thought, a good lesson in the long run. He’s learned that it’s okay to turn yourself over to strangers who are skilled in the care of those who are injured or infirmed. Those are all pretty amazing lessons and a whole basket full of blessings, much better than a pitcher of lemonade, at least that how it looks from where we sit.

Deb and Brad Schepp editor@uta.org
NO MATTER WHERE THE ROAD TAKES YOU, WE’RE WITH YOU ALL THE WAY.

Leading The Way In Commercial Truck Protection
Medium and Heavy Duty 3-8 Coverage

90 Day–48 Months • All Makes and Models
Multi-Year Turbo & Aftertreatment Packages • Towing Benefit

www.TruNorthWarranty.com | 1-800-903-7489

Visit us at the UTA Convention Expo Booth #125

PLUS MEET NASCAR DRIVER REID WILSON
no.66 TruNorth Chevy SS
CAG thanks the UTA and all the dealers working to keep our industry moving forward.

CAG Truck Capital has been a proud Member, Supporter and Diamond Sponsor of the Used Truck Association - Since 2003.

“CAG is absolutely wonderful. They helped us in a rough time when the company my husband was working for wouldn't. We had nowhere else to turn! Highly recommend!!! And we will use again!”
- Mandy and Matt, Maryville TN

See more of our actual customer testimonials at cagtruckcapital.com/testimonials

CAG TRUCK CAPITAL GETS YOUR DEALS DONE!
Good Credit • Challenged Credit • Startups • Bankruptcy

For over 30 years, CAG Truck Capital has been providing truck dealers and their customers with creative financing solutions get those tough deals done - we listen to your customer's story!

1.800.932.CASH
John Cosgrove 24/7: 484-678-8030
E-Mail: credit@cagcorp.com
Cathy: 800-932-2274 Ext. 114
cathy@cagcorp.com
www.cagtruckcapital.com

See Fairville Wholesale Trucks: www.fairvilletrucks.com
Arrow ascribes to the UTA’s core values: Honesty, Integrity, Professionalism, Continuous Improvement, Keeping Promises and Complete Customer Satisfaction.

- Retail & Wholesale
- Buy & Sell
- Single unit or fleet
- All Makes & Models
- Heavy Duty, Medium Duty, Trailers
- Online Inventory
- Locations across US and Canada
- In business for over 65 years
- Founding Member of UTA

www.arrowtruckwholesale.com
The driver’s truck.
The world’s best drivers deserve The World’s Best® truck: The T680 Advantage. Built with Kenworth reliability, this durable truck is efficient and comfortable, delivering maximum uptime and minimum fatigue. Your drivers will feel at home wherever the road takes them.
See what they’re saying at: Kenworth.com/Drivers

The fleet owner’s ADVANTAGE.
The T680 Advantage maximizes uptime and your bottom line. Premium, driver-friendly features include personalized controls and enhanced dash layouts. You’ll also enjoy fuel-saving features such as TruckTech+, Predictive Cruise, advanced aerodynamics and the PACCAR MX-13 engine optimized with a fully-integrated powertrain.

With everything at your fingertips, driver-friendly interiors provide ease, efficiency and comfort.

Simulation, track and real world testing give the T680 Advantage advanced aerodynamics and superior fuel economy.

The fuel-efficient PACCAR MX-13 is available in ratings up to 500 hp and 1,850 lb-ft of torque.

TruckTech+ provides proactive diagnostic and repair assistance that maximizes uptime and your bottom line.

Predictive Cruise uses satellite technology to maximize fuel economy.