

# UTA INDUSTRY WATCH

Volume 7, Issue 2

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

February 2005

## President's Message...



I want to start this column with an apology for our newsletter getting to you late for the last two months. There are a number of reasons for this. But the best one is: we have been very busy. We promise to do better and remain on schedule.

By the time you read this, our board will have had its winter retreat meeting, and preparations for the rest of the year will be under

way. There is lots of excitement. Many new ideas and suggestions are coming from your board members - new and old, and from the member body itself. It is encouraging when a lot of people get involved and believe they can participate in creating the future of this organization. Look for some positive changes this year and the **best ever** convention in November.

On the business side, new truck deliveries get further out and used truck prices remain high on certain models and on lower mileage trucks. Retail financing of used trucks, even though still tough, seems to be a little more available. Used truck dealers are searching for equipment to sell their customers and all other indications show this year still to be the best in the 2000s.

We are beginning to see some of the owner operators that left the business back in 2000 coming back and getting behind the wheel of their own truck. This is a positive sign in the used truck industry.

An important ingredient to the industry, owner operators give it balance, afford shippers a choice and give trucking companies stability by offering dependable deliveries. Owner operators are an excellent avenue on which to focus your time and efforts. The largest percentages of which are very loyal buyers and most of the time, you will not only sell a truck, but also make a new friend.



Next month brings the first two truck and equipment shows of the year: NTEA Work Truck Show and Mid-America Truck Show. Be sure and put on your calendars the Sixth Annual UTA Convention in Savannah, Georgia, November 2-5, 2005. We could have close to 400 attendees. Make your arrangements early.

In these times of change remember: "The grass is not necessarily greener on the other side of the fence, it's just greener where it is watered." And, "don't cry because it's over - **smile because it happened.**"

-- Eddie Walker  
UTA President

## INSIDE THIS ISSUE

- 2 Industry News Briefs
- 2 2005 UTA Convention Information
- 3 File Cabinet
- 3 Sales & Marketing: "Think What Over?"
- 3 Industry Events Calendar
- 4 Business Partner Highlights
- 4 What's Your Trucking IQ?
- 4 Road to a 1000
- 5 Board News & Views
- 6 Professional Education Courses

How are **YOU** supporting the UTA?

## SHARE YOUR NEWS

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

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## INDUSTRY NEWS BRIEFS

**Accuride** was to acquire Transportation Technologies Industries (TTI), a manufacturer of truck components for the heavy and medium duty trucking industry, in January. The combined company will offer the trucking industry a "one-stop component sourcing solution."

**Cole Hersee** has introduced its Illuminated-Tip Toggle Switch for trucking applications. The black plastic switch's tip lights red in the "on" position and white in the "off" position, allowing the operator to easily identify if the switch is on or off at a glance.

**Detroit Diesel** is continuing its Series 60 Step UP overhaul package and reliable engine replacement promotion. The program provides four levels of cost effective, warranted options to extend the life of current engines.

**Goodyear** has introduced its DuraSeal tire technology that features a "built-in sealant" that allows truck drivers to continue operating after a tire is punctured. The technology uses a gel-like, solvent-free compound built into the inner liner of the tire and is designed to consistently and instantly seal punctures up to 1/4-inch in the tread area. Initially it will be available in Goodyear's new Unisteel G287 MSA and G288 MSA mixed-service tires.

**J.D. Power and Associates'** 2004 Medium Duty Truck Customer Satisfaction Study ranked **Peterbilt** the highest in each of the six factors of overall vehicle satisfaction in the conventional medium duty segment. **Hino** ranked highest in overall vehicle satisfaction among cabover medium duty trucks, receiving the highest ratings in five of six factors. **UD Trucks** also ranked above average. Six product categories make up the overall satisfaction score. In order of importance: vehicle quality; engine; transmission; ride, handling and braking; cab interior; exterior design and styling. **Kenworth** ranked highest in dealer service satisfaction, with the highest scores in five of seven categories. The seven categories are: dealer attitude, service delivery process, service quality, price

of service, service facility, service initiation, service adviser. The study is based on interviews with more than 1,500 owner-operators and fleet managers of two-year-old medium duty trucks.



**Kenworth** now offers the Allison 3000 Highway Series vocational automatic transmission for its T300 medium duty model. Designed for line haul and local pickup and delivery applications, the transmission is available in both 5- and 6-speeds and has a gross torque of 1,100 lb.-ft. for 80,000 lb. gross vehicle or gross combination weights.

**Mack Trucks** has introduced an axle back version of its Granite model heavy-duty Class 8 conventional straight truck.

**Owner-Operator Independent Drivers Assn.** (OOIDA) has launched a new finance program to offer its members an alternative to dealer-arranged financing for loans and leases on the purchase of used and new trucks and trailers. OOIDA has partnered with InsurLease of Sunbury, OH, to offer members competitive rates through multiple lenders, direct financing, quick credit decisions, prequalification and straightforward documentation.

**Transcraft** has established a preferred provider arrangement with Navistar Financial to provide flexible, alternative financing solutions (wholesale and retail) for flatbed trailer customers.

**Used Truck Dealer of the Year** nominations are being sought by the **Truck Blue Book**. These 2nd annual Dealer Awards will be presented at the Truck Blue Book Conference in Las Vegas, June 17th. Two awards are given; one to recognize an OEM franchised dealer and one for an independent used truck dealer in North America. To learn more or nominate a dealer call 800.654.6776 or email [twilliams@primediabusiness.com](mailto:twilliams@primediabusiness.com).

# 2005 UTA Convention

Hyatt Regency • Savannah, Georgia • November 2-5, 2005

Make plans to join us for the 6th Annual UTA Convention. Our destination is Savannah, Georgia, a city that will charm you with its tree-filled squares, natural beauty, perfectly preserved old buildings and, of course, Southern Hospitality.

The convention hotel is the Hyatt Regency Savannah, situated in the heart of the city's historical district. The hotel offers beautiful panoramic views of ships entering a thriving seaport. It's a short walk out the hotel doors to the cobblestone streets of the historical district for shopping, cafes and nightlife.

With ghost tours, river cruises, historical forts and much more, we expect that Savannah will be the site for UTA's best convention...so far.



## MARK YOUR CALENDAR

NOVEMBER 2005						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

## FILE CABINET

**What a waste of time!** Want to help assure that you don't hear that comment about one of your meetings? Meetings are certain to be a success, according to the Meeting Professionals International Foundation, if attendees leave with:

- A clear sense of organizational priorities.
- Concrete action plans.
- Important messages.
- Improved motivation and inspiration.

**Get every MPG.** Gear Down Protection promotes increased fuel economy by encouraging the driver to operate as much as effectively possible in top gear, where fuel consumption is lower. It does so by limiting vehicle speed in the two gears immediately below top gear. Gear Down Protection also senses engine load to ensure that the limit imposed does not have an adverse effect on performance.

When lugging uphill with heavy loads, Gear Down Protection allows access to the full operating range of the engine in all gears. Therefore, the operator can accelerate up to heavy load vehicle speed in the gear immediately below top gear. This allows the vehicle to perform well under heavy loads, but still encourages the use of the most efficient gear.

For more helpful advice on how you and your driver-customers can achieve the best possible mpg through vehicle specification, tire selection, driving habits and more, visit [www.everytime.cummins.com](http://www.everytime.cummins.com).



**Marking 60 years.** Kenworth Sales, Salt Lake City, Utah, will mark its 60th year as a Kenworth truck dealership this year. The second-oldest Kenworth dealership in the U.S. and Canada, it was founded by W. Jay Treadway, his wife Veda and son J.E. "Gene" Treadway on April 1, 1945. It has since grown to more than 350 employees at 10 branch locations in Idaho, Nevada, Washington, Montana and Utah.

**Dangerously 'Drunk' Cities.** According to statistics, here are the top 10 cities (in order) with the most alcohol-related traffic deaths and mortality rates for alcohol-related liver disease: Montgomery, AL; Yonkers, NY; Hialeah, FL; Birmingham, AL; Miami, FL; Newark, NJ; New York, NY; Buffalo, NY; Plano, TX; tied - Boston, MA, and Pittsburgh, PA. (Source: *Men's Health*.)

## SALES & MARKETING

### Think What Over?



One of the most commonly offered sales objections is: "I want to think it over." The best way to counter this block, say veteran sales professionals, is with another question. Good questions can help you uncover the real reasons why a purchase decision isn't made.

Here are some field-proven questions for overcoming the "I want to think it over" objection:

- I can understand how you feel. This is a complex decision. What are some of the things you still have questions about?
- I sense there might be something holding you back. Maybe some things I haven't discussed? For my own benefit, let me go over what we talked about and tell me what things I forgot to address.
- What say we think about this decision together? This way, as you come up with questions, I'll be right here to answer them.

The sales pros advise that if you can't get the prospect to make a decision, leave the meeting by saying something along the lines of: "I think I covered everything. Let me let you think it over and I'll call you in a couple of days."

Make sure you call, the pros add. "Don't let the matter die. Persistence pays off."

## Industry Events Calendar



### February 3 - 5

#### Mid-West Truckers Assn. 42nd Annual Convention & Work Show

Peoria Civic Center  
Peoria, IL

[www.mid-westtruckers.com](http://www.mid-westtruckers.com); (217) 525-0310

### February 15 - 18

#### Technology & Maintenance Council (TMC) 2005 Annual Meeting & Exhibition

Tampa Convention Center  
Tampa, FL

[www.truckline.com](http://www.truckline.com); (703) 838-1763

### March 1 - 4

#### The Work Truck Show 2005 and 41st Annual National Truck Equipment Assn. (NTEA) Convention

Indiana Convention Center & RCA Dome  
Indianapolis, IN

[www.ntea.com](http://www.ntea.com); (800) 441-NTEA

### March 15 - 19

#### ConExpo/ConAgg 2005

Las Vegas Convention Center  
Las Vegas, NV

[www.conexpoconagg.com](http://www.conexpoconagg.com); (800) 867-6060

### March 31 - April 2

#### Mid-America Trucking Show 2005

Kentucky Fair & Exposition Center  
Louisville, KY

[www.truckingshow.com](http://www.truckingshow.com); (800) 626-2370

# UTA's 2005 Business Affiliate Highlights

The UTA's array of affiliate discounts is the best return on investment going. Save money on the services and products you already use. To review all the partners visit [www.uta.org](http://www.uta.org).

**Truck Blue Book Conference** registration discount of \$50 for UTA members. Register at [www.usedtruckseminar.com](http://www.usedtruckseminar.com) for this June's Las Vegas meeting for only \$345.

**PREMIUM 2000 Plus Warranties** offer a \$50 discount to UTA members for any submitted warranties. Only seven (7) warranties in a year's time pays for your UTA membership. Learn more about this no hoops warranty at [www.premium2000trucks.com](http://www.premium2000trucks.com).



**National Seminar** gives a 25% discount on any training class to UTA members. To review the classes offered visit [www.natsem.com](http://www.natsem.com), to book a class contact Debi Brennan at (800) 344-4613, x3051.

Coming soon details of a body program with **Omaha Standard!**

To make a suggestion or to learn how your company can offer a service or product discount to UTA members contact Partnership Committee Chair Al Hess at (816) 472-7775 or [al@uta.org](mailto:al@uta.org)

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

## What's Your Trucking IQ?

How well do you know trucking history and trivia? Take this quiz and find out.

The correct answers will appear in next month's *UTA Industry Watch*.

1. In what year did Detroit Diesel introduce its Series 60 engine line?
2. In the 1971 movie thriller, *Duel*, what was the make and model of the tractor that terrorized a motorist played by actor Dennis Weaver?  
Bonus question: What type of trailer was this tractor pulling?



3. What national trucking company was the first to outfit its tractors with satellite communications?  
Bonus question: In what year?

4. Which truck manufacturer was the first to offer driver's-side airbags as an option? Bonus question: In what year?
5. What are "idiot buttons"?
6. Navistar introduced its Pro Sleeper in what year?
7. Which engine manufacturer was the first to adapt diesel to production vehicles?  
Bonus question: In what year?
8. What is the most prevalent factor in vehicle crashes?
9. When was that miracle-of-usefulness for trucks and equipment - WD-40 - introduced to the marketplace?
10. Who is credited with developing the first semi-trailer rig?  
Bonus question: When did he accomplish this?



## Road to a 1000

The UTA continues to grow and we welcome the following new members:

Anthony Moscatello, USA Financial Services LLC, Lake Success, NY

Nick Gibbens, Trinity Capital Corporation, San Francisco, CA

James M Zimmerman, Kenworth of Pennsylvania, Carlisle, PA

Bobby Williams, MHC Kenworth-Oklahoma City, Oklahoma City, OK

Our goal is to have a membership of 1,000 by the November Convention. If you know of anyone

interested in joining the UTA, please refer them [uta.org](http://uta.org) to sign up or contact Membership Committee Chair, Craig Kendall at (940) 591-4087 or [craig@uta.org](mailto:craig@uta.org)



## BOARD NEWS & VIEWS.

# UTA CODE OF ETHICS: What does it mean to you?



In January, the UTA Board of Directors met for our annual business planning session. This is the once-a-year meeting where the Board gathers to both evaluate the past and plan the future. I am sure you will be reading more about it in future newsletters. In the past, we called it the "UTA business retreat" but when you work from dawn 'til dusk, the only "retreat" part about it is when you head to the airport to go home and rest!!

While there, I was typing the business plan for 2005 up on the screen in our meeting room. It is always exciting to open up the old document, review the successes and shortfalls of the prior year, and then have a blank page to begin writing the future of the association.

Part of our process includes reviewing all the standard principles that have been part of the UTA for a long time. One of these items is the Code of Ethics. We've all seen it . . . it's in the membership folder, on the plaque or certificate in your office, on the website, in every presentation, and so on.

But have you really read it lately??

### **Code of Ethics**

*Members in good standing with the Used Truck Association subscribe to the following code of ethics:*

#### **Honesty**

*We represent honestly the products and services we sell and support.*

#### **Integrity**

*We treat all customers, associates, and employees with dignity, respect, and integrity.*

#### **Professionalism**

*We are committed to developing and maintaining knowledgeable, well-trained sales professionals.*

#### **Value**

*We endeavor to provide and represent the best-valued products and services*

#### **Excellence**

*We are dedicated to excellence in all that we do, all the time.*

#### **Continuous Improvement**

*We constantly re-evaluate our procedures to ensure they are efficient and responsive to customers' needs and wants.*

#### **Keeping Promises**

*We do what we say we are going to do, and we do it right the first time.*

#### **Complete Satisfaction**

*Our number one priority is to always provide the best in customer service and satisfaction.*

#### **Relationships**

*We work not to make sales, but to build beneficial relations and long-term customers.*

As I read it, I think about how we join the UTA and by doing so we are telling the world and the industry that we subscribe to these principles. The original reason

this organization began was to increase professionalism by developing this code of ethics.

Are we living them?

When I read down through the list, I recognize areas where I have fallen short as well as where others I do business with have.

Just in the last few months I have personally experienced disappointment with people in our industry who have not lived by our code of ethics. Perhaps you have too. Some examples are:

- A little fib told here or there and sometimes a BIG fib
- Saying they will do something and then not doing it
- Committing to doing something and then giving a half-hearted effort -- not giving their best - or not doing it at all.
- Someone getting frustrated with a business associate and disrespecting him or her by speaking ill of him or her to someone else
- Forgetting that long term relationships are more important than the short term problems they may be facing
- Not delivering the quality product that they promise
- Putting personal politics above doing or saying what is right... in other words, not standing up for what is right or what they believe in. This includes remaining silent when there are things that should be said.
- And on it goes....

Maybe we all need to read the code of ethics again and this time analyze whether or not WE are holding up our end of the bargain. In addition, if our companies are members of the UTA and we hang that plaque in the lobby, have we ever articulated to our staff what it represents? Do our sales and customer service staff follow these principles? As managers, are we leading by example? Are our expectations of our staff on track for the type of business we want to run? If our customers had to report back on their experience dealing with ANY individual in our company, would they say we operated with high ethics and standards and we delivered what we promised?

Nobody is perfect and we all fall short sometimes. But if we take the code of ethics seriously then they should be the business standard for which we strive and by which we live. If we commit ourselves to attaining that goal, the industry (and the world) would be a better place to live.

If we are UTA members, we have promised to do so.

*Justina Faulkner  
UTA Secretary / Board Member  
Justina@trucker.com  
800-827-7468 x251*

# UTA Professional Education Courses



## **Fundamentals of Used Truck Sales**

**Who:** New or Inexperienced sales representatives or candidates for sales positions

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

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

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

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

## **Professional Used Truck Selling Skills**

**Who:** Any truck sales representative.

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

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

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

commission income roller coaster.

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

**Professional Used Truck Appraisals**, an "in-house" video based training program. This interactive program uses an eight-part video and learning workbook. Participants will watch and listen to a portion of the video, then read a related supporting section in the workbook, followed by various appraisal exercises.

**Why:** Improve and Establish Consistent Appraisal Processes; Obtain More Consistent and Reliable Trade and Purchase Information; Improve and Protect Your Used Truck Profits.

**Cost:** UTA Members - \$134.95; Nonmembers - \$149.95, US S&H \$13.50, NC residents add 7% sales tax.

## **To Register for a class or for Additional Information:**

phone the HDMA Academy at (336) 643-1961; e-mail [HDMAinc@earthlink.net](mailto:HDMAinc@earthlink.net); visit: [www.UTA.org](http://www.UTA.org) or [www.hdmainc.com](http://www.hdmainc.com).

## **- Quintessential Quote -**

"In business or in football, it takes a lot of unspectacular preparation to produce spectacular results."

-- *Roger Staubach.*