



INDUSTRY WATCH

Volume 7, Issue 4

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

April 2005

President's Message...



Best business practices. What if someone asked you what your best business practices are? Would you have to think about it for a while, or could you recite yours without much thought?

"What are your best business practices" sounds like a pretty simple question until you give the subject some real thought. It then becomes quite involved when you think about stepping up in front of your employees

and customers and saying out loud what you think these practices are; knowing people that are involved in your business are judging you.

Could you say your honesty and integrity are the key business practices to your success? Or maybe, the importance you put on your employee base has been the key to your success. Letting your customers know they are the most important ingredients to your success is certainly many peoples practice. Doing what you say you will do **all of the time** might make the list. Another popular practice might be, responding to a customer or person's needs after the sale. Operating and or living by a Code of Ethics and having a commitment to that code could also be on the list. I'm sure you could add many more to this list.

The key here is not just to make a list, but once you made the list, give each entry some real thought. How many practices actually fit? Try this exercise and see if

it makes a difference in your business and maybe in your personal relationships. It definitely won't hurt anything. The toughest best business practice to follow is probably doing what you say you will do **all of the time**.

Your board is meeting at the Mid-America Trucking Show to further clarify the direction of your association.

The board is happy to announce IRS approval of tax-free status for the Endowment Fund. Jerry Nerman has made his donation along with the UTA's and other contributions, bringing our educational UTA-Jerome Nerman Family Foundation fund amount to \$44,743 and some change. WOW! What a good job by all involved.

The UTA Convention is shaping up really well. We were able to sign Rudy Ruettiger for our keynote speaker. Along with other exciting programs and presentations, you will not want to miss this convention. Make your plans early.

Membership continues to grow and renewals are coming in every day. Our thanks to everyone for being involved and supporting the association.

This association belongs to you. Give us your thoughts and suggestions. Visit our web site. You might be holding the secret to our success. Share it with us.

All the publications tell us that business is good. I trust yours is.

-- Eddie Walker
UTA President

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How are **YOU** supporting the UTA?

GOT 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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ArvinMeritor, Meritor WABCO Unveil New Brake Packages

ArvinMeritor and Meritor WABCO Vehicle Control Systems have introduced their new Premium Hydraulic Braking System (HPS) for medium duty truck and bus applications, while Meritor WABCO Vehicle Control Systems has introduced its new Electronic Stability Control (ESC) for truck and tractor applications.

The Premium HPS includes Meritor WABCO's Hydraulic Power Brake - "the next-generation of its hydraulic actuation and anti-lock braking system," and the Meritor Quadrahydraulic hydraulic disc brake.

Combined, these two brake technologies offer "unparalleled stopping and performance capabilities," said company officials. Along with shorter stopping distances, "drivers will appreciate pedal 'feel' similar to that of a passenger car, while fleets and owner-operators will benefit from longer lining life, fewer aftermarket parts and single-source shopping."

The premium package is available immediately to North American original equipment manufacturers' vehicles.

Meritor WABCO Vehicle Control Systems' new Electronic Stability Control (ESC) for truck and tractor applications is founded on the company's existing E-version anti-lock braking system. The ESC system, available beginning in May, builds upon the company's already-established Roll Stability Control (RSC) system.

The new ESC system "provides another level of vehicle control by sensing the vehicle's tendency to rotate and automatically applying the brakes to reduce that risk," officials noted. While the system is an "added instrument in vehicle stability, drivers are still the critical element in the driving equation."

The ESC system combines the features of the company's RSC system with added yaw (rotational) sensing. This is reported to improve vehicle handling and performance if there is an impending loss of control due to rotational forces. These rotational forces may occur as a result of rapid lane change, or cornering maneuvers on slippery surfaces.

The RSC system is an optional feature of the company's anti-lock braking system and is currently the only stability control system available in production.

Meantime, ArvinMeritor, in conjunction with meeting the anticipated federal government-mandated, shortened stopping distance requirements, continues to participate in field test studies to develop the best solutions for a variety of vocations.

Per recent communication from the National Highway Transportation Safety Administration (NHTSA), Advanced Notification of the regulation change is due out in early summer 2005. ArvinMeritor projects the changes will be implemented on a staged basis beginning in 2008. However, the company said it feels "it is imperative to assist motor carriers today to prepare them for the imminent changes."

Beyond the company's own track and road tests, ArvinMeritor began field testing with various fleets and

transportation entities more than 18 months ago. These ongoing tests have included:

- NHTSA tractor and trailer testing of drum and disc brake alternatives to evaluate stopping distance baselines and improvements.
- U.S. DOT field evaluation of air disc brakes and alternative systems for trailers.
- NHTSA school bus evaluation of air disc and drum brake alternatives.
- Multiple fleet air drum, air disc and hydraulic disc brake alternatives with major refuse, fire truck, city transit, emergency vehicle, truckload, retail and other fleets.

ArvinMeritor offers a complete line of foundation braking products, including air disc brakes; automatic slack adjusters; standard and high-performance drum brakes; hubs, rotors and drums, and hydraulic disc brakes.

Together with Meritor WABCO, ArvinMeritor was the first supplier to offer a comprehensive package - its Complete Braking System, which includes foundation braking components, air compressors, air dryers, hydraulic and pneumatic anti-lock braking systems, brake control valves, electronic braking systems, and stability control systems.

For additional information, visit ArvinMeritor's website at www.arvinmeritor.com.



3rd Annual Charity Golf Tournament

The endowment committee is reviewing golf courses for this third annual event that is part of the UTA Convention. In its first two years the number of players and the amount of money raised for the UTA endowment doubled year over year. We look for this trend to continue, but ask for your assistance so this can once again be a success. A list of sponsor opportunities is being mailed for your consideration. Please take the time to review the list. This is a unique way to present you and your company while creating a tangible benefit for the larger used truck community. To learn of sponsorship or playing opportunities contact Tom Horne at (724) 586-7744; tom@uta.org, Terry Williams at (913) 967-7507; terry@uta.org or Sue Dorso at (941) 492-2429.



Membership Committee News

2005 is shaping up to be another growth year for the UTA. Renewals arrive daily and we have already received more renewals than there were total members just a few short years ago. Our goals are to continue quality membership growth, retain members and provide more ongoing services for our members.

As you noticed in the March newsletter the UTA began to work cooperatively with Mitsubishi Fuso, UD Nissan Diesel, and GMC to attract more medium duty used truck dealers. The dedicated medium duty manufacturers and their dealers represent a significant opportunity to grow the UTA with quality members while providing further value to the UTA as a whole. Please, if you would like to develop a targeted membership program for your group, dealer body or OEM franchised dealers please contact Craig

Kendall (940) 591-4087 or ckendall@pacccar.com

As more fleets begin to sell their trades they are joining the UTA to network and receive the benefits and discounts of UTA membership. With quality used inventories so tight as a member of the UTA you have greater access to these quality fleet trades than non-UTA members do. As the cliché goes, "membership has privileges".

To learn more about membership, sign up or recommend a friend visit www.uta.org or contact Membership Chair, Craig Kendall at ckendall@pacccar.com or (940) 591-4087

Upcoming Membership Drives

April 8-11, The American Truck Dealers (ATD) Convention in Orlando, FL. Past ATD Conventions have proved successful in communicating the goals of the UTA while attracting new members. In addition to a booth the UTA we will have two give-a-ways at this convention, one for \$50 another for \$100. Tell your friends who are not UTA members to come by the UTA booth #423 for a chance to win if they sign up at the convention. To learn more visit www.atd.org.

April 14, in conjunction with the Adesa Truck Auction in Atlanta. If attending with a friend that is not a UTA member please bring them by our table so we can explain the benefits and rewards of UTA membership. To learn more visit www.adesarigs.com.



June 16-18 the UTA will be attending and a sponsor at the Las Vegas Truck Blue Book Conference. This is a great opportunity to network and bring friends by the UTA vendor booth. To learn more visit www.usedtruckseminar.com.

Later in 2005 look for the UTA at a Ft. Wayne Vehicle Auction, more details to come. If you want to hold a membership drive please contact Craig Kendall (940) 591-4087 or ckendall@pacccar.com.

INDUSTRY NEWS BRIEFS

(continued from page 4)

Western Star Trucks has added eight new dealer locations:

- Los Angeles Freightliner and Western Star, Whittier, CA
- Los Angeles Freightliner and Western Star, Rancho Dominguez, CA
- Colony Truck Center, Warwick, RI
- Holman Commercial Truck Center, Maple Shade, NJ
- Grande Truck Center, San Antonio, TX
- Western Idaho Freightliner, Sterling and Western Star Trucks, Nampa, ID
- Sierra Freightliner, Sterling and Western Star, Sparks, NV
- West Carolina Freightliner and Western Star, Hickory, NC

Workhorse Custom Chassis's new W42 Class 2-4 chassis replaces the P42 chassis that Workhorse purchased from General Motors in 1999. Offered in GVWR ranges from 9,400 to 14,500 pounds with wheelbases from 125 to 180 inches, the W42 features the International VT 275 V-6 diesel with 200 hp and 440 ft.-lb. torque; Allison LCT-1000 electronic 5-speed automatic; Brembo four-wheel disc brakes; Meritor WABCO four-channel ABS. The current gasoline engine options of GM Vortec 4.8- and 6.0-liter engines remain.

XTRA Lease has purchased the trailer rental business formerly owned by CitiCapital's Transportation Financial Service Group from GE Commercial Finance.

WE'VE RAISED THE BAR and we need your help!

The Convention Committee and board of directors are busy planning our 6th annual convention in Savannah, Georgia, Nov. 2-5, 2005.

We are excited about the programs we will be offering, including a very special keynote speaker - Rudy Ruettiger.

After the incredible growth and response to our convention last year we have set an aggressive attendance goal and will be working hard to reach it. Your help is necessary to provide the quality convention to which our membership has become accustomed.

Please take time to pick up the phone or return your sponsorship letter, which should be arriving shortly by mail. If you would like to reserve the event you sponsored last year, we will need a commitment no later than April 1.

Only sponsorships received by June 1 will be listed in the registration booklet.

Please help us in making our plans by taking the time to pledge your support for the 2005 UTA convention. For more information contact Sue Dorso at (941) 492-2429.

INDUSTRY NEWS BRIEFS

Arrow Truck Sales Celebrate a Happy 55th Arrow Truck Sales is celebrating its 55th consecutive year of serving the truck industry with special sales promotions, open houses and giveaways. The company began in April 1950 on a small lot in Kansas City, MO, by Jerry Nerman and the late Melvin Spitcaufsky. Now a part of the Volvo Group of companies, Arrow has 19 retail pre-owned truck sales locations throughout the U.S. and Canada and also operates a purchasing and wholesale division.

Detroit Diesel and **Freightliner** are building a 3.2-million-square-foot manufacturing and office facility in Redford, MI. It will be the home for a new heavy duty truck engine line, medium-duty engine assembly and expanded axle. In addition, the campus of buildings will house the new headquarters of **Sterling Truck** and **Western Star Trucks**, which are relocating from Willoughby, OH. Detroit Diesel and Freightliner are both part of DaimlerChrysler's Commercial Vehicles Division. Sterling and Western Star are business units of Freightliner.

Eaton and **Dana**, through their Roadranger marketing operation, are releasing a new lightweight trailer suspension, along with a new combination anti-lock braking system that is integrated with a tire inflation and monitoring system provided by Bendix Commercial Vehicle Systems. Key redesigns of the suspension trailing arm and crossmembers have helped to shave 200 pounds off the new RN40 when compared to previous SmartRide suspension models, giving fleets more payload and better fuel economy when running empty.

Holland Group has announced a complete revamping of its approach to aftermarket availability, service and delivery for U.S. customers. All Holland parts will now ship from one of two distribution centers in Holland, MI, and Wylie, TX, to insure better fill rates and shorter lead times and to assure Holland customers of better on-time delivery. Holland has also implemented separate POP (popularity) codes for A, B and C parts. The new freight program features no minimum order and contains a prepaid freight program for qualifying purchases.

HTAEW.com (Heavy Truck and Equipment Wholesalers), a website dedicated to truck dealers and leasing companies that buy and sell wholesale between themselves, has begun a new feature, the Customer Management Tool. A customized database, this tool allows member dealers to manage and organize all of their customer information and communication, including sales proposals and counter-offers through HTAEW.com, along with any type of communication.

International Truck and Engine will develop and produce International engines in the 11- to 13-liter range for International Class 8 highway tractors and severe service trucks starting in the fall of 2007. The engines will be a product of an agreement between International and MAN to collaborate on design, development, sourcing and manufacturing of components and systems for commercial trucks. The current range of Cummins and Caterpillar engines will continue to be offered.

IronPlanet now offers online demonstrations from Autodemo to assist customers in buying trucks and heavy-equipment over the Internet. One module deals with how to find quality used equipment. The other deals with how to complete the purchase.

MHC Kenworth has opened a full-service branch in Tupelo, MS, its first facility in that state. The 24,000-square-foot facility includes 10 service bays.



Peterbilt is offering **Caterpillar's** "Cat Messenger" system on its Model 387 tractors equipped with Cat engines. The system provides real-time engine performance and fuel economy data and displays the information via an in-dash LCD (liquid crystal display) monitor. The system can be programmed to give preventive-maintenance-due reminders based on date or mileage, with real-time diagnostic features that can display engine fault codes and descriptions to help expedite troubleshooting and servicing.

Peterbilt's low-cab forward Model 320 is now available with the Cummins ISM engine. The new 11-liter engine option is available with hp ratings from 280 (1,150 ft.-lb. torque) to 350 (1,350 ft.-lb. torque). It is the largest engine available for the Model 320. The truck is also available with the Cummins ISC rated up to 315 hp (950 ft.-lb. torque) and the Caterpillar C7 rated up to 300 hp (860 ft.-lb. torque). Both are seven-liter engines.

More Peterbilt dealers. Peterbilt's dealer network reached a record level 222 locations throughout the U.S. and Canada in 2004, "and there will be continued expansion in the years to come."

Ryder System has purchased 4 G's Truck Renting, a truck leasing and rental company in Brooklyn, NY. The 4 G's fleet includes about 400 vehicles and 100 customers.

Sterling Truck recently added six locations to its dealer network:

- Schow's Western Star and Sterling of Idaho, Heyburn, ID
- Stoops Freightliner and Sterling - Quality Trailer, Fremont, IN
- Sterling Trucks Alberta, Red Deer, Alberta
- Western Idaho Freightliner, Sterling and Western Star Trucks, Nampa, ID
- Sierra Freightliner Sterling and Western Star, Sparks, NV
- West Carolina Freightliner and Sterling, Hickory, NC

Stoops Freightliner, Indianapolis, IN, has added a new sales group to its family of dealerships - Stoops Specialty Trucks - to specialize in custom-built trucks for owner-operators. The new company has partnered with **Bentz Transport Products**, Fort Wayne, IN, to manufacture an exclusive line of aftermarket, 100-inch, fully-integrated sleepers for the Freightliner Columbia, Century Class S/T and Coronado models. The sleepers are targeted to husband-and-wife teams in the tractor/trailer and expediter market segments.

Transport Capital Partners, which will provide financial services to the transportation industry, has been created with the joining of Larsen, Batts, Welborn & Co. - specialists in mergers & acquisitions, and Transport Capital Advisors - broad-based transportation services company. The new company will focus on extending merger and acquisition services, capital sourcing, and financial advisory services to transportation companies.

(continued on page 3)

The Benefits of Membership

Bringing benefits to the membership is one of the most exciting and rewarding actions of the UTA. We have an excellent group of vendor affiliates that actually reward you more financially than you pay for your membership. This is really good business! Some of our vendors are:

- HDMA offers UTA Training Programs at a discount to members. Paul Spokas provides three different courses for sales professionals. He also offers a video training on appraisals, as well as videos for specific products. Many of us have sent our sales professionals to his schools and have benefited greatly.
- The *Truck Blue Book* offers discounts on its products and on its Annual Blue Book Conference.
- Manheim Vehicle Truck Auctions offer discounts for purchase and sales fees to UTA members as long as no specific Special Deal has been agreed to. Fort Wayne and Fort Worth are the two truck auctions where these profitable discounts are available.
- Terry Hebron's HTAEW.com offers a monthly discount to subscribers to his websites. HTAEW offers a listing for both dealers only and retail, and is one of the most popular truck sites in the industry.
- Premium 2000 offers UTA member's rebates for the purchase of its warranties. Many of us use the Premium 2000 warranty as a selling point. These are actual cash savings that you can realize.
- National Truck Protection offers a \$100 per month advertising rebate, providing you use their logo in your advertising and fulfill their criteria. You can realize your return on the membership dues benefit in a few short months with this.
- SOARR offers a discount on web services to members and maintains the largest group of dealership websites. Ethan Nadolson and his crew are well versed in the heavy truck field and can provide an excellent web service to you as well.
- Hertz offers a rental car CDP discount and we all know they are Number 1.
- National Seminars 25% discount off all seminars.
- R.L. Polk offers \$100 off the first order of any service purchased.

We are in the process of reviewing and interviewing other prospective affiliates to join this excellent group of vendor affiliates. We will be bringing even more benefits to you.



Al Hess

Support these vendors, take advantage of their UTA specials and recoup your membership many times over. This elite group supports our Annual Convention with event sponsorships, contributions to our Endowment Fund and influential workshop participation.

Think about how successful NASCAR is. A main reason for this is the fans support their sponsors. Your support of our affiliates will lead to more vendors wanting to provide services for you through the UTA. If you have a company in mind that would make a good vendor for us, please call me and I will be happy to follow up with them.

Besides these affiliates' discounts, the primary benefit of membership is that it provides a forum for the Used Truck Industry. Our Code of Ethics that gives you a good feeling about dealing with one other.

The UTA is a platform that is constantly striving to add benefits and programs to assist dealers with questions and situations that arise during our every-day business dealings. We are an organization run by people in the industry, elected by the membership to strive and maintain a level of professionalism never before offered to our industry.

We aren't just used truck peddlers. We are a variety of business professionals striving to deliver a product to an end user at a profit and provide a serviceable product that the end user uses to make a profit. The wheels go 'round for American entrepreneurship.

We are a forward thinking association and believe that we provide the best for our members so they can be the best for their customers.

*Al Hess
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SALES

You, And Nobody Else But You

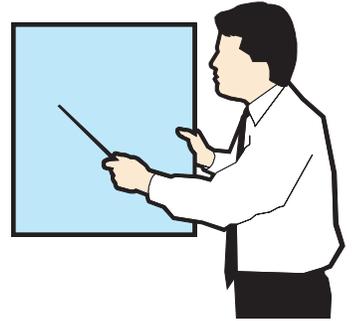
There is one competitive advantage you have over all your competitors: you.

Show your prospects and customers that when they buy from you, they're getting valuable assets unavailable from any other salesperson, advises veteran sales and marketing professional Hal Lawrence. Not only does this distance you from the competition, it takes the focus off of price.

Lawrence offers these tips for demonstrating your value to any deal:

- Be a resource and provide new ideas and helpful information.
- Communicate regularly.
- Demonstrate your experience, especially with similar customers and applications.

- Counsel prospects and customers, and offer customized solutions, alternatives and options.
- Be accessible.
- Promptly return phone calls, e-mails, inquiries, etc.
- Take responsibility for problems and get matters resolved quickly.
- Display a professional image in your appearance and all sales materials.



HONORS

Jack Saum, Sr., Beltway International Trucks, Baltimore, MD, has been recognized as International Truck and Engine's 2004 Dealer of the Year.

Freightliner Trucks' 2004 Leland James Sales Achievement North American Presidential Award recipients are:

- **Bryan Crawford, Los Angeles Freightliner**, Los Angeles, CA
- **Michael Clark, Fresno Truck Center**, Fresno, CA
- **Mark Courson, Freightliner of Montgomery**, Montgomery, AL
- **Jim Hill, Triad Freightliner Greensboro**, Greensboro, NC
- **Joe Switzer, Truck Centers**, Troy, IL
- **Steve Davis, River States Truck and Trailer**, La Crosse, WI

The Canadian Presidential Award winners are:

- **Mike Etienne, Calgary Freightliner**, Calgary, Alberta
- **Don Patterson, Freightliner of Red Deer**, Red Deer, Alberta
- **Amir Delvarani, Freightliner of Vancouver**, Vancouver, BC
- **Gary Habel, Team Truck Centres**, Kitchener, Ontario
- **Gary McKinnon, Nova Enterprises**, Truro, Nova Scotia

Volvo Trucks North America has named **GATR Volvo, Sauk Rapids, MN**, its U.S. 2004 Volvo Dealer of the Year and **Mid-Ontario Truck Centre, Barrie, Ontario**, its Canada 2004 Dealer of the Year. Dealers recognized with Volvo Truck's Symbols of Excellence performance in 2004 were:

- **Chicago Trucks Sales & Service**, Chicago, (Alsip) IL
- **Indiana Truck Sales & Service**, Indianapolis, IN
- **Vomac Truck Sales & Service**, Fort Wayne, IN
- **Coffman Truck Sales**, Aurora, IL
- **Central Illinois Trucks**, Springfield, IL
- **Volvo & GMC Trucks of Atlanta**, Atlanta, GA
- **Volvo & GMC Truck Center of Carolina**, Charlotte, NC

UTA Promotional Merchandise Available

The Used Truck Association introduced our initial promotional merchandise at the 5th Annual Convention in Scottsdale, AZ. If you



missed the convention or did not have the cash on hand, please visit uta.org to review all the premium products available.

"Promotional merchandise has a two-fold benefit for the UTA; first, it expands the awareness of the association in the industry, and second, it will raise money for the UTA endowment fund", explained UTA marketing committee chair, Terry Williams. The catalog offers quality drinkware, pens, tools and wearables such as Tehama golf polos, a company in part owned by Clint Eastwood and sold at the finest golf courses throughout the country.

To review the catalog visit www.uta.org or to receive the catalog contact the UTA's order fulfillment company, Promark Midwest, at (800) 523-7516 or call the UTA at (800) 523-7516.



6th Annual UTA Convention

Hyatt Regency
Savannah, GA

November 2-5, 2005



UTA Professional Education Courses

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

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

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

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

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

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

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

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

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

prospect database; get off the commission income roller coaster.

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

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

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

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

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

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



FILE CABINET

Eaton - Roadranger Product Library. Eaton-Roadranger has published a new four-disk CD set that neatly packages more than 400 Dana and Eaton product and service documents, providing customers with a comprehensive Roadranger product library. The CD enables maintenance professionals, fleet managers and individuals to skip the time consuming, costly tasks often associated with locating, ordering and purchasing service documentation from Roadranger. The CD set includes key information such as basic fundamentals, driver training, lubrication tips, trouble-shooting guidelines, illustrated parts lists, warranty information and more! The publication number is TCMT-0100. To learn more or to purchase call (888) 386-4636 or visit www.roadranger.com.

Powertrain shift. A recent study, *The Future of Heavy-Duty Powertrains*, predicts vast changes in the powertrains of trucks by 2020, with cleaner, more efficient engines and greater use of self-shifting transmissions and hybrid heavy-duty vehicles. The study investigated the impact of more stringent emissions regulations, increased traffic congestion and a shortage of skilled drivers for large vehicles on the heavy duty vehicle industry in North America, Europe and Japan. For details, or to obtain a summary of the report, visit www.tiaxllc.com or www.globalinsight.com/powertrain.

Delivery by hydraulic hybrid. The U.S. EPA has partnered with UPS, Eaton, International and the U.S. Army National Automotive Center to build the first full hydraulic hybrid delivery vehicle. Through hydraulic hybrid technology, the government-corporate partnership aims to reduce emissions while improving fuel economy - especially during stop-and-go driving.

Closing the 'technician gap.' Mack Trucks' new Technician Recruitment Program is designed to help dealers find, train and retain the next generation of skilled technicians. The centerpiece of the program is materials and advice for convincing young people to consider becoming truck technicians, and for educating them about the benefits of a career in truck repair and maintenance. The program also includes training to help dealers develop and retain newly recruited employees. A similar recruitment program

to attract and train parts associates has also been launched developed.

Stemco has introduced its Bat RF line of products that use RFID (radio frequency identification) technology to communicate vehicle condition data. The product line tracks how many miles a vehicle has traveled, identifies equipment in need of maintenance and gauges the condition of certain vehicle components.



Industry Events Calendar

April 8-11

American Truck Dealers Annual Convention & Exposition
Marriott Center, Orlando, FL
www.nada.org; (703) 821-7116
Visit the UTA at booth 423



April 18-21

Fundamentals of Used Truck Sales Training
Atlanta, GA
www.HDMAinc.com; (336) 643-1961

April 28-30

North American Truck Show 2005
Boston Convention & Exhibition Center, Boston, MA
www.naexpo.com or www.truckingexpo.com;
(800) 225-1577

June 9-10

Joplin Truckers Jamboree
Joplin Petro, Joplin, MO
www.joplinpetro.com; (417) 624-3400

June 16-18

Annual Truck Blue Book Conference
Rio All-Suite Hotel & Casino, Las Vegas, NV
www.truckbluebook.com; (800) 654-6776
If attending visit the UTA booth at the vendor fair

WELCOME New Members!

Arrow Truck Sales, Matthew Elliott, Mississauga, Ont

Chicago Truck Sales/Chicago Mack, Scott Whelan, Alsip, IL

Hudson County Motors, Paul Rypkema, Secaucus, NJ

Indiana Truck Sales & Service Inc, John R Hoseman, Indianapolis, IN

Rush Enterprises, Mike Mounsey, San Antonio, TX

Rush Enterprises, Richard Uribe, San Antonio, TX

Rush Enterprises, Phil Pillans, San Antonio, TX

Rush Enterprises, Benny Blanton, San Antonio, TX

Rush Enterprises, Horace Jones, San Antonio, TX

Transport Truck Sales Inc, Scott Perry, Kansas City, KS

Turnkey Web Solutions, David Purdy, Brentford, Ont

Westman Used Truck Sales Inc, Debra Johnson, North Mankato, MN



- Quintessential Quote -

"Discover consists of seeing what everybody has seen and thinking what nobody has thought." -- *Albert von Szent-Gyorgyi*

Another Class of Professional Used Truck Management Graduates

Congratulations and best wishes to the managers and executives who attended the UTA's latest session of *Professional Used Truck Management*. A three-day workshop, the seminar is devoted to improving the used truck department's performance in sales volume, gross profits, increased inventory turns and optimum employee performance.

Completing this session were: Alex Mackiel, Lakeside International, Sturdevant, WI; Bret Watkins, F&C Trucks, St. Louis, MO; Bryan Haupt, MHC Kansas City, MO; Charles Bulla, CAG Corp., Chadds Ford, PA; Charles Gallati, Tri-County International, Dearborn, MI; Darwin Craul, International Truck and Engine Baltimore, MD; Doreen Wilton, Roberts Motor Co., Portland, OR.

Jeremy Beske, J. Merle Jones & Sons, Kankakee, IL; Jim Zimmerman, Kenworth of Pennsylvania, Carlisle, PA; John Haseman, Indiana Truck Sales & Service, Indianapolis, IN; Robert Barnicle, MHC Truck Source, Kansas City, MO; Rory McCarty, Roberts Motor Co., Portland, OR; Steve Harris, RIHM Kenworth, St. Paul, MN.

Please contact any of these participants to get their unbiased opinion on the value of this program in assisting them to enhance the performance of their used truck operations. The anonymous survey results from the previous class resulted in an Excellent to Good rating. One attendee wrote, "...no wasted time, preparation and delivery of material very clear". Register today for the best used truck training in the industry.