President’s Message . . .

If you live anywhere close to Texas you realize that summer is here. We have already had temperatures over 100 degrees. For all of you who are trying to make the A/C blow cold in your trucks, here are some tips:

- Make sure you have air flow through your condenser and radiator. This is the most overlooked area for problems.
- Clean each one separately with air and water. Sometimes you’ll be surprised at the results.
- Don’t forget the filter and condenser on the inside.

Now that I’ve solved your A/C problems and have you informed about the hot weather that is upon us, here’s some great news.

We now have a couple of future UTA members. Jack Isaac Williams was born May 10 at 9:33 p.m. to Terry and Tara Williams. He weighed 8lbs. 8oz. and was 22 inches long. Both Mom and baby are doing well. Terry is the one having problems. He had his days and nights mixed up. He finally got straightened out before his Truck Blue Book Conference in Las Vegas but was still riding high.

Elizabeth Kathryn Nadolson arrived June 7 at 1:57 p.m. She weighed 6lbs. 8 oz. I am not sure of her length but we are positive she is a short wheel base. Parents Justina and Ethan are doing fine but Grandpa Bear is upset that Elizabeth doesn’t look anything like him. All the rest of us are really kind of pleased about that.

Congratulations to both families and we wish them the best. We are all looking forward to their contribution to the UTA in the future. While acknowledging the excitement of new things happening I am reminded of the balance of life. One of our members is a little under the weather. A long time member of the UTA, a very dear friend of mine and many of you, has a health issue and needs our prayers. Jesse Kirkland has been around the trucking industry longer than the grease gun. He might have bought and sold the first diesel powered truck, no one knows.

Jesse has supported this association and our industry for many years. I’m not sure if he even knows how many trucks he has sold or how many truckers he has helped. When I started my business in 2001, Jesse was the first one to stand up and say: “What can I do to help you?” And he surely did do just that. Jesse, you remain in our prayers and now it’s our turn to say: “What can we do to help you?” We love you.

What about our new member directory? Is it not first class? Be sure to check the directory over and let us know if we need to change anything. We are sorry some names got left out. We are in the process of printing new updated pages and they will be to you shortly.

Grace Management is doing a superb job with the membership and renewal data. Thanks, David Grace, for your professionalism and timely responses. We’re glad Marty Crawford found you.

I’ll leave you with this thought by Bebe Campbell: “You can’t always beat what is difficult in your life. Sometimes you have to let it win and shout hallelujah anyway.”

Enjoyed seeing everyone at the Truck Blue Book Conference in Vegas.

— Eddie Walker, UTA President

It’s Coming! UTA 7th Annual Convention
Moody Gardens Resort • Galveston, TX • November 1-4

- Networking opportunities
- Golf or attraction pass to the Rainforest, IMAX Theatre, aquarium and paddleboat
- Update on UTA programs and plans
- State of the Truck Industry Address
- Keynote address by Ross Shafer (see article in this issue)
- Industry Leadership Forum
- “Think Tank” roundtable discussions.
- Spouse tour (luncheon at the Moody Garden Mansion)
- Awards dinner
- Sponsor information centers

For details and to register, visit the UTA’s website at www.uta.org
Medium Duty

A Look Into The Future Of Marketing Used Medium Duty Trucks. A New England Dealer’s Perspective

The used commercial medium duty truck business will probably change as we move forward into the next few years. The major one-way fleets have purchased large quantities of new units to beat the 2007 emission requirements, and most have converted from gasoline to diesel power. Diesel power gives many more trouble-free miles. As the fleets weigh in their additional investment, they will more than likely run these vehicles longer than they ever have.

Instead of getting low-mileage premium trades, the used truck market will be getting high-mile, not-so-nice cream puffs. This will change our way of doing business and will put a premium (much higher than we’ve ever seen) on clean “low” mileage trucks.

The trend our customers have been leaning to lately is the purchase of used under CDL equipment to attract Class C drivers because their compensation is far less than that of a Class B driver. This trend will continue. However, because we will not be able to supply adequate numbers of premium low-mileage units at reasonable prices, our customers will be looking towards new trucks as the differential of price would be within reach.

Our profitability on the sale of new trucks will be reduced as everybody will be looking for this business. Our main stream used truck sales will continue to grow as we find new and more ways to market these high-mileage fleet trades.

Tim Rock
Medium Duty Committee
trockstrucks@hotmail.com

Marcy Shaner Awarded First UTA–Jerome Nerman Endowment Scholarship

The UTA is very pleased to announce that Marcy Shaner has been named the first recipient of a $2,000 scholarship awarded from the UTA–Jerome Nerman Endowment Scholarship Fund. Marcy is currently enrolled at the University of Indianapolis and is on track to graduate in 2009 with a degree in Visual Communication Design (Graphic Arts).

After graduation Marcy intends to work in graphic design and “share my art with the world and hopefully contribute in some small way to the betterment of society.”

Marcy’s accomplishments are commendable and include: membership in the National Honor Society, 4-H Club for nine years, Girl Scouts nine years (gold and silver award winner), art club president, volunteer for the summer reading program two years, Goodfellows volunteer and Who’s Who two years. She is currently working at the Boys and Girls Club in Indianapolis.

Marcy was sponsored by Country Truck Sales of St. Mary’s, Ohio.

The scholarship would not be possible without the contributions and support of all the members of the UTA. The UTA appreciates the continued support and looks forward to assisting the educational endeavors of students sponsored by UTA members in the future.
The UTA has changed the golf shotgun to a Stableford Point System, which is an individual game. The UTA Charity Golf Tournament will be held at the same time as the UTA tournament and any player’s score that is registered for the Charity Tournament will be applied to both tournaments.

All of the $75 registration fee goes to the UTA/Jerome Nerman Endowment Scholarship fund and all charity golf players will receive a golf shirt, have a chance for some great cash awards and be entered into two drawings — one for a $700 gift certificate and the other for one of two $2,000 gift certificates for a plasma television.

The convention’s golf event is a two-for-one tournament. The choice is yours. As in the past, the UTA golf tournament, which is included in the convention registration fee, will have cash prizes and trophies. The tournament is limited to the first 130 players.

For $75, you can double your chance to win while contributing to a good cause.

To register online, visit the UTA’s website at www.uta.org.

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### Galveston Golfer Alert

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For $75, you can double your chance to win while contributing to a good cause.

To register online, visit the UTA’s website at www.uta.org.
Ross Shafer didn’t start out as one of the country’s funniest motivational speakers. Reared in the rugged timberlands of the Pacific Northwest, he earned his BA degree is Business Marketing and went to writing advertising copy. He started getting laughs at various comedy club open mic nights and won the 1983 Showtime Comedy Laugh Off. Soon Ross began to open shows for the likes of Dionne Warwick, Eddie Rabbitt, Crystal Gayle, Neil Sedaka, and other famous people with good voices.

In 1984, Ross was approached by Seattle television station KING-TV to write and produce a weekly comedy/talk show, and the concept took off. In the five seasons Ross was at the helm of “Almost Live,” the show won 36 Emmy Awards — six going to Ross for his work as host, actor, and writer. The show also won the prestigious IRIS award for the “Best Local Entertainment Series” in the U.S. And it was during his time at “Almost Live” that Ross actually created Bill Nye, The Science Guy! These were busy times. In addition to hosting a daily afternoon radio program on KJR-AM, Ross became a contributor to Dick Clark’s “TV’s Bloopers and Practical Jokes.”

Ross was hired by the USA Network to host its game show, “Love Me, Love Me Not.” He also hosted game show pilots for NBC and ABC, wrote and produced two Ross Shafer Comedy TV Specials and had a recurring role on Fox Television’s hit show “21 Jump Street.” When Fox released Joan Rivers as the host of ABC-TV’s “New Match Game,” the show still plays every morning on the Game Show Network.

In 1994, Ross started writing and producing funny human resource films on the subject of customer service and motivation. After Ross spent time on the speaking circuit, he noticed a disturbing trend; a lot of the so-called “motivational speakers” had never actually worked in the trenches, and they were preaching clichés, not truth. This prompted Ross to write the critically acclaimed book, “Nobody Moved Your Cheese!” to encourage people to trust their own gut and be accountable for their own success.

Ross’ latest books, “The Customer Shouts Back!” and “Customer Empathy” are a result of 11 years of customer response research. He recently founded The Customer Empathy Institute because he’s convinced the reason customer service hasn’t improved, is because businesses haven’t tried to understand the customer’s emotional state before, during and after the transaction.
# 7th Annual Convention Registration Form

**November 1-4, 2006 Galveston, Texas**

- **Company Representative** ____________________________________________
- **Company Name** ___________________________________________________
- **Guest/Spouse** _____________________________________________________
- **Address** __________________________________________________________
  - City/State/Zip ______________________________________________________
- **Phone** ______________________________  **Fax** __________________________
  - **E-mail** __________________________________________________________

<table>
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<tr>
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<th>Rec’d By 9/1/06</th>
<th>Rec’d After 9/1/06</th>
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<td>UTA Member Fee</td>
<td>$350.00</td>
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<tr>
<td>Non-member Fee</td>
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<td>$500.00</td>
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<tr>
<td>Spouse/guest Fee</td>
<td>$200.00 (one per registrant)</td>
<td>$225.00</td>
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<tr>
<td>Putting for Scholars</td>
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</tr>
<tr>
<td><strong>Total</strong></td>
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</tbody>
</table>

- **UTA Member Fee** $________
- **Non-member Fee** $________
- **Spouse Fee** $________
- **Putting For Scholars** $________
- **Total** $________

**Check Made Payable To UTA**

- **Credit Card**
  - Number ________________________________
  - Expiration Date _______________________
  - Credit Card Type:
    - Mastercard
    - Visa
    - American Express
    - Discover
  - Name on Card __________________________
  - Signature ____________________________

* If participating in the Putting for Scholars Tournament please indicate shirt size. ___ sm ___ med ___ l ___ XL ___ 2XL

Please register for any of the following events you plan to attend. (Don’t forget to register your spouse)

**Wednesday, November 1**
- Social In Bar _____

**Thursday, November 2**
- Breakfast Coupon _____
- Welcome Reception _____
- Networking Activity _____
- Golf (shuttle 11:30 am) _____
  - Name __________________________ handicap _____
  - Name __________________________ handicap _____

**Putting For Scholars** _____
- Attraction Pass & Luncheon _____
  - Name __________________________
  - Name __________________________

**Friday, November 3**
- Breakfast Coupon _____
- Lunch _____
- Spouse Tour _____
- Awards Dinner _____

**Saturday, November 4**
- Breakfast Coupon _____

Register online at www.uta.org
or Mail Completed Form With Payment To:
Used Truck Association
909 Eagles Landing Pkwy, Suite 140-216
Stockbridge, GA 30281
or Fax to
For more information on the convention or sponsorship opportunities, call Sue at 941-492-2429.
Training

**Fundamentals of Used Truck Sales**

**When:** August 8-10  
**Where:** Chicago, IL  
**Cost:** $805  
UTA Members SAVE 10% on Tuition & Fees  
**Who Should Attend:**  
- New or Inexperienced Sales Representatives  
- Candidates for Sales Positions  
**Topics:**  
- Industry & Buyers  
- Makes  
- Models  
- Components & Applications  
- Performance  
- Appraisal  
- Selling Skills  
- Financing  
- Goal Setting  
- Time Management  

**Course No. 101**  
**Agenda:** 3 Days

**Professional Used Truck Management**

**When:** October 10-12  
**Where:** Atlanta, GA  
**Cost:** $705  
UTA Members SAVE 10% on Tuition & Fees  
**Who Should Attend:**  
- Used Truck Managers  
- Sales Managers  
- GMs  
- Management Candidates  
**Topics:**  
- Managing  
- Marketing & Sales  
- Inventory Control  
- Employee Selection & Development  

**Course No. 402**  
**Agenda:** 2 ½ Days

**Professional Used Truck Selling Skills**

**When:** Nov. 14-15  
**Where:** Dallas, TX  
**Cost:** $475  
UTA Members SAVE 10% on Tuition & Fees  
**Who Should Attend:**  
- All truck sales professionals  
**Topics:**  
- Account Management  
- Relationship Building  
- Qualifying  
- Presentations  
- Handling Objections  
- Negotiation  
- Closing  
- Follow-up  
- Referrals  

**Course No. 303**  
**Agenda:** 1 ½ days

**Congratulations** to the industry professionals who successfully completed the June 2006 Session of the UTA’s “Professional Used Truck Selling Skills” seminar in Cleveland Ohio. One of the attendees, Lonnie Ledford of Cobalt Finance, who also completed the Fundamentals of Used Truck Sales course earlier this year, said that he felt the program was professionally prepared and facilitated and couldn’t wait to start implementing the skills and tactics he learned at this program.

Pictured left to right in the front row are Charles Bulla CAG Truck Capital, Chadds Ford, PA; Tony Branscum International UTC Oakland, CA; Cliff Hankins Ryder Vehicle Sale, Cleveland, OH; Back Row Left to Right Brent Houtchens Roberts Truck Centers, Lubbock, TX; Isaac Pratt M & K Quality Truck Sales, Byron Center, MI; Scott Blackburn Rush Truck Center, Nashville, TN; Rich Willis Duthler Truck Center Wyoming, MI; Lonnie Ledford Cobalt Finance Deerfield, IL; Jason Miller Flag City Truck & Equipment Findlay, OH; Brandon Weaver International UTC Nashville, TN; and Steve Sgouros Mack of Charlotte, Charlotte, NC.

To register for these seminars or to obtain more information, contact the HDMA Academy at (336) 643-1961 or visit www.UTA.org or www.hdmainc.com.

Joe Boyle  
Training Committee Chair  
joe@uta.org
BOARD NEWS & VIEWS

The UTA’s First Scholarship

It is with great pleasure that I announce that the UTA has selected the person to receive the first scholarship from the UTA/Jerome Nerman Endowment Scholarship Fund. That recipient is Marcy Shaner. (See article on page 2.)

Congratulations, Marcy!

The formal presentation of this award was made at the golf fundraiser for the scholarship fund which was held at the end of June at the Staley Farms Golf Club in Kansas City, MO.

In addition, I am announcing that the UTA has two $2,000 scholarships available for this year. They will be awarded at this year’s UTA Convention, which will take place at Moody Gardens in Galveston, TX, November 1 – 4.

Applications for these scholarships must be received no later than September 1, 2006, and must be accompanied by a high resolution digital photo of the applicant.

Further details, eligibility, applications and qualifications for the scholarships can be found on the UTA website: www.uta.org.

The UTA Board of Directors would like to apologize for the delay in making our first award. We had to meet some pretty strict federal guidelines and the delay in issuing a scholarship was the result of being sure we met those guidelines.

Remember, you make these things happen. Your donations to the scholarship fund that we, along with the Nerman family, have worked diligently to set up are what makes this opportunity available for our young people. Your board of directors, working for and with you, is committed to the awarding of these scholarships this year, but we need your help.

We need applicants!

The board has done everything in its power to see that the scholarships are funded, that we raise money for them yearly and that these dollars are used 100% for the purpose that they are intended—our youth.

At this year’s convention, you will have several opportunities to contribute to your scholarship program. We have some exciting things going on in this area and we are counting on your participation.

I urge you to watch this newsletter for updates as we approach convention time.

I am proud of Marcy, proud of the work our directors have done to make this possible and proud of the fine folks of this organization that have supported the scholarship fund since we started raising money at our convention in Hot Springs several years ago.

Great job!

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

People

E. Todd Schaub, General Manager of S&S Volvo and GMC Truck Sales, Lima, OH, graduated from the NADA/ATD Dealer Candidate Academy, having completed the successor/manager training program. The program consisted of more than 250 hours of classroom instruction and 45 weeks of focused in-dealership work. Also in April, Schaub was recognized by Volvo Trucks as a Master Sales Leader and named its Top Used Salesperson of the Year for North America.

Don and Terry Pasiuk, dealer principals of Peterbilt Pacific–Abbotsford, British Columbia, have been named Peterbilt’s Dealer of the Year.

1st Annual KC Golf Classic June 29-30 Kansas City, Staley Farms Golf Club

Publication deadlines prevent us from telling you the winner of the 1st Annual KC Golf Classic and details of the activities, but we want to thank the following sponsors for contributing to the success of the tournament.

Presenting Sponsor
- Arrow Truck Sales

Gold Level Sponsors
- Fastline Publications
- National Truck Protection
- Trucks Centers of America
- Truck Nation

Silver Level Sponsors
- Commercial Truck Source

Bronze Level Sponsors
- All Truck Sales
- Best Used Trucks
- Idealease, Inc.
- NextTruck
- Truck Central LLC
- Truck & Equipment Sales of PA
- Truck Paper
- Truck Remarketing Services
- Western Star Trucks

This tournament was a benefit for the UTA-Jerome Nerman Family Education Fund and without the sponsors and members it would not have been possible.

Thank you for the support.
Industry News Briefs

Caterpillar’s new Cat 270 air compressor is designed to provide cleaner air along with greater reliability, significantly less vibration and quieter operation than current models. It is now available on the Cat C13 engine in selected chassis, and will be available on all Cat engines in all chassis in 2007.

Donaldson will be the medium duty exhaust and emissions after treatment supplier for DaimlerChrysler’s Mercedes Benz MBE medium duty diesel engines in the U.S. for 2007 through 2009. Donaldson will supply the diesel oxidation catalysts and diesel particulate filter packaging necessary to meet federal lower diesel emission requirements effective in 2007.

Kenworth now offers Caterpillar C15 600 hp and 625 hp engines on its T800 high hood model. The 600-hp C15 provides 1,850 lb-ft of torque at 1,200 rpm; the 625-hp, 2,050 lb-ft of torque at 1,200 rpm. These diesels require a manual transmission and Kenworth’s 1,430 sq.-in. radiator.

Meritor Wabco Vehicle Control Systems, the joint venture between ArvinMeritor and Wabco, has added air disc brakes from both partner companies. The joint venture has become the exclusive North American source of Wabco’s new generation, lightweight single piston air disc brake, which offers increased payload, easier maintenance and reduced operating costs. In addition, Meritor Wabco will offer the Meritor brand EX22S air disc brake family, designed for severe service conditions.

Mitsubishi Fuso is offering an optional new engine protection system on its new 2006 FE and FG medium duty trucks. The system monitors oil pressure and coolant temperature. If the pressure drops or rises to a dangerous level, an audible alarm sounds and a warning light illuminates.

PHH Arval and First Fleet have formed a new dedicated truck group to serve the comprehensive needs of companies with private fleets of light, medium and heavy trucks and equipment. The new organization is called PHH FirstFleet.

SelectTrucks’ Buyer’s Assurance comprehensive warranty program — originally developed to cover Class 8 vehicles — has been to medium duty trucks. A 30-day comprehensive coverage package with no deductible, the program covers all major vehicle components, including the engine, transmission, axles, cab and frame; components such as the clutch, turbocharger, ECM, starter and alternator; and radiator, air compressor, brake drum, air conditioning system and fifth wheel.

Truck Blue Book honored two used truck organizations with the prestigious Truck Blue Book Used Truck Dealer of the Year Awards. In the OEM affiliate category the winner was Arrow Truck Sales and in the Independent category Best Used Trucks, Texas was presented the award.

Arrow Truck Sales has broadened its Arrow Certified pre-owned truck program to include medium duty trucks. The program, launched earlier this year for Class 8 tractors, backs each truck with 6-month/50,000-mile limited warranty. Only Class 3 to 7 trucks that are less than five model years old, have fewer than 175,000 miles and have gone through an extensive inspection and reconditioning process are eligible for the program.

Truck Spec Labeling Petition

I would like the thank all of you who responded to the article on labeling trucks. In my conversations and through the email contacts with you all, an idea appeared from cyber-space. Ron Lipman, Used Truck Manager at Truck Enterprises, suggested that I circulate a petition as a call to action!

Bully for you, Ron! Great idea! So here goes!

Please cut out this form and fax to 615.773.7365.

Steve “Bear” Nadolson
Chairman/Board of Directors
Used Truck Association

I, ________________________________, whole-heartedly support a standard labeling system for medium and heavy duty trucks. I further support the efforts of the UTA to work with truck manufacturers to create the content of such a label.

Signed ______________________________________________________________________________________

Title _______________________________________________________________________________________

Dealership/Company Name ___________________________________________________________________

Date _______________________________________________________________________________________

Fax completed form to: 615-773-7365

Steve “Bear” Nadolson [bear@soarr.com]
Chairman/Board of Directors, Used Truck Association

So let’s get after it! Have your service managers, technicians, sales staff, general managers, owners, lot technicians, etc. sign up today. Help me help you through our UTA voice of one! Let’s get 1000 of these signed by convention time so we can show the manufacturers just how important this is to us. Thanks for your support.

Steve “Bear” Nadolson
Quintessential Quote

A positive attitude may not solve all your problems, but it will annoy enough people to make it worth the effort.

HERM ALBRIGHT

Industry Events Calendar

July 28 - 29
Expedites Expo
Wilmington, OH
www.expediteexpo.com
859-746-2046

August 24 - 26
The Great American Trucking Show
Dallas, TX
www.gatsonline.com
888-349-4287

Repo Trends.
Nationwide, truck repossessions and liquidations have been high for the past five quarters, but those same trucks are reselling at a brisk pace, according to Nassau Asset Management’s NasTrac Quarterly Index (NQI) which reveals trends in equipment repossessions and liquidations based upon the company’s own internal activity.

The NQI indicates that truck repossessions and liquidations began to climb in first quarter of 2005 after two years of relatively low volume.

Comparing each quarter with the previous one, repossessions and liquidations rose 61% in first quarter 2005, 30% in second quarter 2005 and 32% in third quarter 2005.

Compared with third quarter 2005, truck repossessions and liquidations dipped 118% in fourth quarter 2005, traditionally the slowest period of the year according to the NQI. However, the volume was actually 145% higher than in fourth quarter 2004. Truck repossessions in first 2006 increased 40% over the previous quarter.

On the positive side, Nassau reports there are more financed trucks on the road than there were a few years ago, as equipment leasing and finance volumes have rebounded from the economic downturn in 2001.

Another sign of a strengthening trucking industry is increasing demand for new and used vehicles, brought about in part by a generally strong economy and the pre-buy of vehicles to avoid 2007 model trucks that will have new engines with emissions technology designed to meet the stricter 2007 emissions.

FedEx Enlarging. FedEx plans to acquire Watkins Motor Lines, the largest privately held LTL carrier. Watkins will be rebranded FedEx National LTL and operate as a separate network within the FedEx Freight division. Watkins’ business in Canada, Watkins Canada Express, will be rebranded FedEx Freight Canada. It’s anticipated that the deal will be complete by next year. Watkins operates more than 3,400 late-model city and linehaul tractors and more than 10,000 trailers.

Kolman’s Korner
Are You Appealing?

If you think about it we are, each of us, a sublime mixture of the rational and the emotional.

Modern psychological thinking says that the left and right sides of our brain perform very different functions. The left side controls our logical thought processes while the right side handles the more intuitive and emotional thought processes.

Our responses, brain researchers say, are based on both left and right side thought processes.

Suppose you are going to buy a portable computer. One salesperson tells you: “This PC is going to save you a lot of time.” Another salesperson says: “Don’t you wish you could spend more time at home with friends and family? Well, this computer will help you carve out that time.”

Clearly, the second salesperson has the much more effective approach. The best way to get an idea across is to incorporate both rational and emotional reasons.

I was trucking along a straight stretch of an interstate highway in early May when I passed a young man standing alongside the highway, backpack resting on the ground, hoping to catch a ride. He held a sign that read: “Nashville.”

Some 10 miles further on, I saw another hitchhiker, also holding out a sign to passing traffic. His read: “To Mom’s for Mother’s Day.”

Which do you think was more likely to get someone to stop?

For greater business success, appeal to the rational and emotional thought processes.

David A. Kolman, Editor
"UTA Industry Watch"
In 1988 used trucks took a turn for the better with the founding of the Used Truck Association. Men and women came together as a group dedicated towards ethical practices and mutual benefits. The Used Truck Association allows drivers to purchase equipment from professionals who adhere to nine ethical principals, a commitment to training and a desire to build relationships.

Look for the UTA logo when shopping dealers.

Let’s Talk Used Trucks
A turn for the better

Used Truck Association • www.uta.org