



Used Truck Association

NewsWorthy?

Have you expanded your business? Promoted staff? Won an award? Opened a new location? We want to know. Share your news with the *UTA Industry Watch*. Send submissions, as well as ideas and comments, to:

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How are YOU supporting the UTA?

The Fool-Proof Positioning Statement

Messages easily remembered are the best. After all, if people can't remember your message, what good is it doing you? The best headline messages can often be found in newspapers. "War!" "Peace Declared!" and "Kennedy Elected!" are a few very effective—and remembered—past headlines.

Pointed and condensed messages are essential because we live in a time when long does not describe the majorities' attention spans. Add to that varying abilities to discern differences between products, plus a great need to put ideas, people, and products into neat pigeon-holes, and you can begin to see that the battle to be memorable is all up hill.

Unless you are very specific in your message, your customer will come to his own conclusion about what you do. If you give your customers a chance to read your mind, chances are every time they will arrive at the wrong definition of what you do.

One great way to create a memorable message is to compare one product to another. For example, the movie *Speed* is like *Die Hard* in a bus. Since the beginning of time, marketers (*that means you if you are trying to sell a product or a service*) have wanted to create a memorable and unique selling plan, or reason to buy, that sets themselves apart from their competitors.

You sell used trucks. How many more in your area also sell used trucks? Customers may see you all as being the same—a truck dealer. But how are you different from the competition that surrounds you? Do you want to set yourself apart from the competition? Would you like a little bit of help in doing that? Then you are ready to work on your own *Fool-Proof Positioning Statement*.

The *Fool-Proof Positioning Statement* is a simple two-sentence message. The first sentence tells people what your product or service is and how they will benefit. The second sentence tells

them why your product or service is different from others. Here is the formula:

Company [or product or service] is a **Category** that helps **Primary Audience** reach **Primary Benefits**. Unlike other **Category**, **Company's** [or product's or service's] **Primary Difference**.

Let's try it with actual information.

The UTA is an association that helps used truck resellers become more educated about the industry through support and training. Unlike other trade associations, the UTA adheres to a strict Code of Ethics that governs goals and behaviors of its members.

Let's try it with a used truck company's information. Are you ready?

ABC Used Trucks is a used truck dealer that specializes in properly spec'ing vehicles for businesses that primarily use medium-duty trucks. Unlike other used medium-duty truck dealers, ABC Used Trucks has extensive knowledge of many industries' truck applications.

Are you ready to try it with your company? Stick to the formula, use your own words, and then try to say it aloud. Does it flow off the tongue easily or are you having to wrestle with the words? Change it again until you can get your message across but still make it easy to say. Go ahead. We will wait while you give it a try.

Now that you have your own Fool-Proof Positioning Statement, test it out on someone who doesn't know you or your business. One warning: do not test out your statement on somebody who knows you or your industry because if your message has a hole in it, they will automatically fill in that hole from their own experience or knowledge. Now, ask the total stranger to tell you what it is they heard. If they give you an accurate statement, then you have done a good job. If they still don't know what you are saying, then head on back to the drawing board to refine your statement. ■

Editor's Note: Sales Managers, this may be a good formula to work on during a sales meeting as it may clarify for them your company's strengths and place in the market. As they help you work on it, it will also make it more memorable to them.

Daniel S. Janal is the author of the *Fool-Proof Positioning Statement* and can be reached by visiting www.janal.com

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contact information for your
Board and Committee Chairs**

President's Message

January and the time of planning, goal setting and putting new business strategies into place is behind us. February is a month of getting into a rhythm and observing the changes taking place. Business plans have been implemented (planted) and growth has begun (taken root) whether we are ready for it or not.

Your Board met in Orlando for our annual meeting in late January; the purpose being to form and finalize our business plan. And what a success it was. Our 2007 plan is now a reality and your board has its sights on accomplishing some important tasks. Although enlisting new members is always a high priority, the main goal will be to maintain the membership we have, give better service, and let the association grow naturally. Increasing benefits for our members and giving them a return on their investment will be our theme for '07.

In an effort to strengthen your association we have produced a Policies and Procedures manual that covers each and every action, duty and responsibility of every individual, committee, group or undertaking in which your association is involved. This has been a long project for many of us, but it is now a working manual. Thanks to everyone involved. No longer will a new board member be left in the dark not knowing where to start and what to do. Individuals interested in serving on the UTA board are encouraged to study this before making the commitment. You will be more informed on what is expected. It should be on our website very soon.

We have made a commitment to have our website stay current and up-to-date at all times; we acknowledge that it hasn't been all that we have wanted it to be. It should be a place for everyone to go for current information,

knowledge about your association and happenings around the industry we all work in. You will see an immediate difference in '07!

Grace Management has survived the first year in handling our membership and we must say they did a good job. We all made a few mistakes getting used to a new way of doing things but feel good about going forward. David Grace and his team will accept more responsibilities for our association next year and we think you will enjoy the results. He has a first-class organization and we are proud to be associated with them.

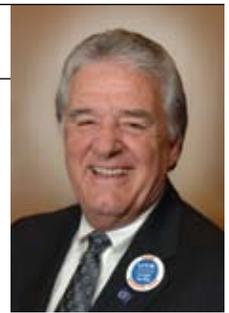
I can't believe it is time to start talking about our convention again, but it is. We will miss Ethan's talents, as we did Justina's; now Hal Dickson has stepped in and will do an excellent job. We are planning on Orlando being one of our best! Make your plans to attend.

Look in our March Newsletter for notes on some of the fine tuning that we did during our board meeting the end of January. We appreciate the board members that made the time and effort to attend. The success of your association is because of you and the efforts of all those involved.

I am glad we have those among us that believe the words of James Baldwin, "The world is before you, and need not take it or leave it as it was when you came in." Your association appreciates you. ■

Hope to see you soon,

Eddie Walker
UTA President
Eddie@uta.org



Your Board: 2007

Medium Duty

2007: A Buyer's Market

By the time you read this article, it will be very clear that it is a buyers market in both new and used trucks. With new trucks the majority of customers have made their purchases prior to the new truck emission charge hitting the lots. A customer's incentive to save the expected \$4,000-\$6,000 (on medium-duty) emission charge was to purchase a pre-emission engine. By now the majority of those stock units will be spoken for. OEM's will need to keep production lines rolling, so there will be attractive incentives, but it's unlikely that any OEM will give discounts to equal the emission charge.

In the used truck arena many of the dealers, independents, and other OEM's that I speak with have seen their inventory grow 30% to 40% in medium duty alone, which is consistent with my inventory observations. The message I'm telling my own company is DON'T PANIC! Panic causes people to do irrational things, such as "fire sales," and when that happens, everyone that sells and or trades is hurt regardless of whose equipment it is.

We need to focus on two very big positives. First, we (the used truck industry) have pre-07 emission inventory units that do not carry that \$4,000-\$6,000 increased price tag. Second, your excess inventory situation is short term; trades receipts grew because of the pre-buy. Trades you have coming should drop significantly in January-March 2007 versus what you were taking in during October-December 2006. My organization's receipts have dropped to much more manageable levels compared to the trades taken October-December of 2006.

Knowing what you have coming in on trade is as important as knowing what you have on the ground. Finally, look at the average age of your medium duty inventory compared to this time last year. International's medium duty truck's average age went from six-years to three-years old. Many new truck customers traded equipment sooner to avoid the '07 emission increase.

The added opportunity that is presenting itself now is the buyer that would never before have consider a "used truck." Your customer base just got bigger!

There is no doubt that the tables have turned for the new truck buyer today compared to 2006. In 2006, the incentive was to save that pre-emission charge, but in 2007, that incentive is gone. New truck OEM's may put out some attractive incentives to keep the plants running.

We, as sellers of used trucks, will still have the same customers that continually purchase used trucks year after year. But we also have as a possible new customer that new truck buyer who doesn't think the incentives are worth the purchasing of a new truck. It almost seems like the perfect opportunity to run an ad that says, "Why buy new, when something used will do?" ■



Rob Slavin
Medium Duty Committee
Chairman

rob.slavin@nav-international.com

Endowment Committee

2007's The Jerome Nerman Charity Golf Tournament

Planning for The Jerome Nerman Charity Golf Tournament is underway for 2007! Once again we look forward to the fun and competition with our peers at this very worthwhile event. The event will again be held in Kansas City this year. We are hoping to increase the attendance over years past by hosting an outstanding event!

Stay tuned to the pages of your UTA newsletter for further details and registration forms. Remember, all proceeds for this event benefit the endowment fund. If you would like to sponsor any portion of this event or have questions, please contact me by phone or email.

Hope to hear from you soon.

See you in Kansas City! ■



Bryan Haupt
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With the generous support of the membership, there will be even more of these smiling faces to come.



"Remember to send in your nominations for scholarship awards. Email or call Bryan Haupt to find out how."

“Bear-o-meter”

Let’s Talk About TRUCK SPECS!

The “Bear” is loose again and this time he chides us all for submitting deals for financing on napkins, note paper, and the back of cigar wrappers. Read on to see what tips he has for you as he explores the importance of truck specs.

If dealers want to quickly receive answers about financing for a deal, why do many continue to submit tractor, dump, and trailer finance applications with incomplete specs?

This is a hot topic for underwriters and one we need to explore because it will help all of us make more money and save time (and time is money!) Each day underwriters spend more time trying to figure out what it is dealers are trying to get financed than they do actually financing deals. Okay, so that is a bit of an exaggeration; but it sure is close.

Since part of the evaluation process involves booking submitted trucks through value guides, you should know that incomplete specs delay the process and, subsequently, an answer from your finance source. Case in point: just last week I called a dealer (no names are being used in this article in order to protect the guilty) to understand what they meant by “recent overhaul”, only to find out that they had installed a “factory” out-of-the-crate engine in the truck three weeks ago! It had a great warranty on it and justified the price they were asking for the truck. *Duh!* Submitting complete specs up front will insure getting a fair valuation of the truck you are trying to get financed. This will help differentiate your truck from a generic valuation; that means MORE PROFIT FOR YOU!

Okay. So you are out on your lot, looking over a truck you want to get financed. You’ve got a lot on your mind and maybe you just don’t remember everything you need to check for. Don’t despair! I have included a handy checklist with this article for items that are often overlooked.

Information to Include on ALL Deals for Tractors, Trucks, and Trailers:

1. Complete specs: mileage, condition, serial number, engine horsepower, transmission, sleeper size, etc. (*Yes, every day underwriters receive applications without this basic information. You can laugh now; unless*

you are one of the guilty parties and then it is fifty lashes with a soggy application form.)

2. Applicable Warranties: In the submission, document and detail any warranties on the truck including, but not limited to, any **existing factory warranty** that might remain on the engine, transmission, and/or rear ends.

3. Accessories or Add-On Items: List any that would add value. Headache racks, blowers, power-take-offs, are just a few things that are important.

4. Vocational Modifications: Such things as trailer-toter packages, hydraulic 5th wheels, customized sleepers, etc., can add value. *List them!*

5. Dealer Reconditioning: If you have done that, it enhances the value. New tires, new brakes, fresh DOT inspection, new injectors, new turbos, etc., all can add to the value and assures underwriters that you are trying hard to deliver a quality product.

6. Website Pictures: If you have a website and the truck you have submitted is on it, make note of that so the underwriter can view it online.

7. Your Contact Information: Send specific contact information so that, if the finance folks need more information, they don’t have to hunt down the person they need to talk to.

Dump Truck Specific Information

Specs on dump trucks can be confusing even to the best of us. When submitting specs on a dump truck the more information you provide the better value you are going to get. In addition to all the items listed above, include the following for better values and quicker response times:

1. Complete specs on the chassis: Engines, transmissions, suspensions (be very specific here), mileage, are all critical and need to be listed properly. Be sure to tell your underwriter whether the truck has an

engine brake. Give an idea as to whether this is a ragged out truck or a really clean chassis that deserves special consideration.

2. Axle Count and Type: How many axles does the truck have: single, tandem, quad? How many lift axles are there? How many steerable axles are there?

3. Bed Specs: Give complete specs on the bed. Are there tarp rollers, heated beds, liners? What are the dimensions (21 foot alum, for example) and bed composition (aluminum? steel)? All this is critical information. List it all so underwriters know what they’re looking at and won’t *undervalue* your vehicle.

You are the Truck Experts

I know that you are experts when it comes to trucks; so please share your knowledge with underwriters so they can do a better job for you. All I am asking here is that you help yourself by paying attention to the process. The philosophy is simple: we’re all in this business together. Anything we can do to make our lives easier when it comes to getting deals approved, let’s do it! Submitting complete specs is one big way to do this.

Thanks for taking time out of your busy day to read this. With better spec submissions, your days won’t be as hectic and busy any more. Yep, your UTA is always looking out for you. ■



Steve “Bear” Nadolson
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PS: If you would like to begin incorporating these sorts of equipment spec checklists for financing purposes, then please email me. I have some forms you could benefit from using and will be happy to share. This article was written by me and first appeared in Cobalt Finance’s newsletter, *Cobalt Convoy*. The UTA has permission to reprint it herein.

Board News and Views

Well, the pre-buy is officially over and now we are into the "fog" of '07 engines and finding out how that will truly affect your dealership. We have all read the doom and gloom predictions; perhaps you have been one of the people strongly holding this opinion. Now that we are actually at this point, what are you planning to do? Go on vacation? Close your dealership this year and wait for next year?

Since this is not an option for most of us, we need to step up to the challenge. We have heard many predictions, but the only one that truly matters is yours. You have a business to run and must sell trucks. What plans have you made to maintain market share? Have you talked to your customers to find out what their equipment needs and plans are? The customer is the lifeblood of any business and, when tough times hit, it is the business that listens and understands its customers that survives and prospers.

In this age of high-speed internet access and Google searches, your customers have instant access to inventory and trucks from all over the country and the world. What is going to keep them coming back to you? You and your dealership are unique; you need to let your customers know how you differ and how they will benefit.

There is still time to work on your marketing plan; but you need to work quickly. Send your sales people out, not with the intent to make a sale, but to talk to your customers and get their thoughts on the state of their business. If you have parts and service departments, they need to know how this is going to affect them, too. Concentrating on more effectively running and managing your service department can be the one area that can keep your dealership going if truck sales dry up.

We can read the predictions of national industry and economic experts, but knowing your own local market and understanding its tendencies is the key to your success. Let's face it, your customers are relying on you to know their business and be prepared to help them fill their trucking needs. I like to look at this as an opportune time for you to be the one dealership that your customers can turn to for information and help. Are you prepared to be this dealership, or



are you simply going to tell them the horrors of the '07 engine market? ■

Rick Schmitgen
rick_schmitgen@polk.com

UTA Professional Sales Training

The next UTA Professional Fundamentals of Used Truck Sales Seminar will be conducted by Paul Spokas, president of the HDMA Academy, in the Tampa-Clearwater, FL, area on March 6-8, 2007. The course is specifically designed for new or inexperienced sales representatives or candidates for sales positions.

The HDMA Academy offers UTA members a 10% discount off course tuition and fees. This is the ninth consecutive year this course has been held. The hundreds of successful graduates working in the used truck industry throughout North America prove that this program is a prerequisite for a fast and successful start in used truck sales.

To learn more about this highly effective training seminar, or to register, go to www.HDMAinc.com or call the HDMA Academy at 336-643-1961.

HDMA 2007 Schedule

Fundamentals of Used Truck Sales (HD) Seminar
March 6-8, 2007
Tampa-Clearwater, FL

Professional Used Truck Selling Skills
Webinar
April 17-19, 2007
Internet-Based Training

Fundamentals of Used Truck Sales (MD)
Webinar
June 11-15 2007
Internet-Based Training

Professional Used Truck Management
Seminar
Sept. 11-13 2007
Chicago, IL

Pricing is still under development, but UTA members in good standing will receive a 10% discount. If you or any of your employees want to be a part of the February class, it is essential we be contacted soon. These classes fill up fast and we don't want you to miss out.

Call or email me or Paul Spokas at: **336-643-1961** and hdmainc@earthlink.net to sign up or for more information.



Joe Boyle
Training Committee
Chair

JoeBoyle@truckcountry.com



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FUTURE VEHICLES: Innovative Designs

ArvinMeritor and Wal-Mart Transportation have joined forces to develop a dual-mode, diesel-electric drivetrain for a Class 8 tractor. The vehicle will be based on an International Class 8 ProStar tractor, powered by an engine developed by Cummins. Among the components ArvinMeritor will provide are the tandem axle, regenerative braking system, air disc brakes and advanced ABS with integrated stability control and driver assistance systems.

Dual-mode diesel-electric drivetrains have both mechanical and electrical propulsion systems. The electric motor drive is used primarily for periods of high demand under low-speed, high-load operating conditions, such as accelerating from a stop. Once moving, the mechanical propulsion system begins to blend its power with the electric motor until it reaches highway speeds, where the drive phases to completely mechanical. The electrical system can provide additional power during hill climbing, even at highway speeds.

In addition to its work at highway speeds, the engine also charges an onboard energy storage system, which provides power to the electric motor when demand is high. Energy that is generated during braking is captured and stored using regenerative braking. Last year, Wal-Mart said that in the next 10 years it intends to double the fuel efficiency for its heavy duty truck fleet.

Concept Design

Volvo Trucks North America recently unveiled a scale model of its BeeVan Concept Design vehicle wherein "unparalleled driver visibility and innovative design ideas are seamlessly integrated with advanced safety technologies for Class 8 trucks."

The concept truck puts the driver front and center in the truck's cab in what Volvo's designers call the FVDP - Full-View Driver Position. It has more than 180 degrees of uninterrupted visibility, as the huge windshield arcs around the driver. Dual armrest



consoles place an array of other advanced technologies literally at the driver's fingertips, including lane tracking, vehicle proximity sensors and driver drowsiness detectors. The doors slide back, not out into traffic, and hidden access steps slide for entry/egress. The steps retract when not in use. Opening the door also causes the driver's seat to move rearward and rotate toward the driver for easy access.

The vehicle combines aerodynamics and improved engine efficiency. Engine cooling is enhanced by positioning two radiators at the base of the A-pillar/dash transitions. Air is directed from the wraparound grille, through the radiators and exits via the roof.

This means the heat transferred from the radiator to the air is never in contact with the engine for increased cooling efficiency. Plus, the engine benefits from direct airflow through the traditional grille opening for additional cooling and reduced drag. The Volvo concept is part of Michelin's international vehicle design competition.

Hybrid Technology

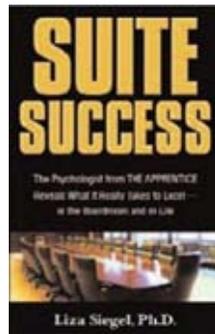
Volvo Group recently demonstrated its hybrid technology for heavy vehicles which it says "has great potential of becoming commercially viable." Called I-SAM (Integrated Starter Alternator Motor), it can provide fuel savings of up to 35%, depending on application area and driving conditions. The first I-SAM-equipped vehicles are expected to enter production in 2009.

Volvo Group is also developing a hybrid technology for construction equipment in which the fuel savings can be up to 50%. ■

Apprentice Style Leadership

It was bound to happen. The psychologist from the television show, *The Apprentice*, has authored a book on leadership, based on the hallmarks of leadership shared by all who passed through the boardroom of *The Apprentice*.

In her book, *Suite Success: The Psychologist from The Apprentice Reveals What It Really Takes to Excel — In the Boardroom and in Life*, Liza Siegel, Ph.D.



hones in on six positive characteristics, outlooks and practices at the core of leaderships:

Recognize the problem. A problem-oriented outlook isn't pessimistic; it is what prepares you for those inevitable setbacks. Steve Job's focus on the problem of pirating songs from the Internet led to the next big thing for Apple, the iPod.

Mentally rehearse. At the beginning of any venture, envision all of the possible pitfalls. Use the valuable tool of mental rehearsal that athletes use to help improve performance and prepare for any challenges that might come up.

Find an alternative. Use humor and a positive outlook to open the door to more creative and expansive thinking. Once you set the mood

and lay the groundwork for new and inventive alternatives, you may be surprised to find that the crisis has led to significant benefits.

Adapt quickly. Tap into a powerful law of nature. Those species of plants and animals that modify their patterns as fast as the environment changes have hit the evolutionary jackpot. The key to adaptability is having a wide repertoire of responses. Sometimes it

pays to be silly, sometimes serious; sometimes strong, sometimes vulnerable. Emotional and behavioral flexibility result from having a variety of resources.

Counterbalance your efforts. It takes practice, but the effort you put into developing your weaker sides, like working a muscle, will eventually build more flexible strength. The next time you run into a problem, make an honest list of the skills you've used. Take time to think how you could do it differently — it may be that what is required is the exact opposite of your natural tendency. Say you always tackle a problem with logic; give creativity a try.

Retain or regain your self-confidence. The skills for resilience begin with a focus on problems, but in the end, optimism triumphs. Some people worry that if they aren't hard on themselves they will make mistakes or set themselves up for disappointment. Both of these beliefs are self-limiting; it is positive self-efficacy — a winning combination of perseverance and self-reliance — that leads to success. ■

Quiet Heroes

I was sitting in a restaurant on a quiet summer evening, enjoying a meal. The first bite of my steak was perfectly delicious. The butter was melting on the baked potato while the sour cream proudly held the chives. I noticed a woman's body attitude change from relaxed to taut as she sat up straight in her chair, her head shook, her hand reaching to her throat.

Her husband was looking at her while still eating his own dinner. She made the universal sign for choking and her color began to change. Her husband continued to eat while watching her. I said to my husband, "Dear, that lady is choking." We both jumped up and followed her out the front door as she beat her chest trying to dislodge the obstruction.

The restaurant manager came running out followed by her husband, still chewing. The manager was ringing his hands and saying, "What do we do? What do we do?" The husband just put his hands in his pockets and stood there watching as if this had nothing to do with him whatsoever. By this time, my husband had wrapped his arms around her and begun the Heimlich maneuver.

The food was not wanting to relinquish its hold on her, and my husband's efforts

became more vigorous as she began to freak out. After about the fourth or fifth huge thrust, out popped a giant piece of steak, landing on the sidewalk at my feet Her face turned from purplish to normal. She looked at the steak. She turned and looked at my husband, then walked back into the restaurant with her husband following

No one said one word. Not one person. The manager looked at the hunk of steak like it was something contagious and walked away. My husband and I just stood there, dumbfounded. We returned to finish our meal, still warm. But the restaurant's vibes had changed. There was a bit of electricity running through the general populace who had witnessed the event. Still nobody said a thing.

After a while, we paid our bill and left. On our way home I said to my very own hero, "You were great. Thank you for saving that lady's life." He quietly said thank you and we went on our way.

Why am I telling this story? Because the characters and situations have a great similarity to what happens in business. Everything is seemingly going along just fine and then—*all of a sudden!*— part of your business is choking to death. Quick! Information must be gathered and action taken.

But it seems the very people who should be most concerned about the problem simply sit there, eating their lunch, watching as if from

afar, doing nothing to remedy the situation. Someone else in the business notices the problem and raises an alarm. Then up pops your hero; the very person you least expected to do be able to do something, but who makes bold decisions and takes quick action and solves the life-threatening problem.

And what happens? Usually nobody says thank you. Everybody quietly goes back to the same routine. In fact, if a comment is made it is one that almost insults the Herculean effort when they say, "Well, I would have done it differently. But, it turned out okay...I guess."

Now, conventional wisdom tells us that the hero should just cut and run; go find a company to work for that will make a big deal out of his efforts, one that will stroke his ego and pat him on the back every day for a job well done. But the hero stays where he is. Not because he is a masochist. But because of the underlying electricity that pulses through the company.

It is that vibe that lets him know that there are people who appreciate his effort on their behalf. It is the employee who now stands a little straighter when the hero walks in. It is the employee who now asks about our hero's well-being. It is the employee who asks for his advice when a situation arises.

Do you have quiet heroes? If yes, what are you doing with them? ■



Spread The Word!

We know you love your UTA and want other businesses and employees to also benefit from this wonderful organization's knowledge base. And, as a member, you want all your customers to know you subscribe to a higher Code of Ethics in your dealings. How better to remind everyone than to have UTA's name front and center. So, go ahead. Spread the word! (Hey, everything is on sale. It just doesn't get any better than this.)

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

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Pricing does not include shipping. Some items and sizes are in limited quantities.

Industry News Briefs

Dana has completed the sale of its trailer axle manufacturing assets to **Hendrickson**. The U.S. and Canadian assets include trailer axle production equipment, inventory and related assets at facilities in Lugoff, SC, and Barrie, Ontario, Canada. Meanwhile, **Bendix Spicer Commercial Vehicle Foundation Brake**, a joint venture in which Dana has an interest, has entered into an agreement to supply certain of Hendrickson's requirements for Bendix brake products and systems through 2013.

International Truck has announced that Double Coin tires will be an option on all truck series. Double Coin Tires are supplied by CMA, based in Monrovia, CA, a wholly-owned subsidiary of Shanghai Tire and Rubber, a leading tire manufacturer in China. Hankook Tires was named as the standard on International's medium-duty trucks. International customers also have the option to select other tire brands, including Continental and Michelin.

Premium 2000 Plus Warranty Program has further simplified its "No Hoops" truck qualification processes, making it even easier to provide used truck major powertrain component warranty coverage. The truck preparation requirements are much quicker and less expensive for used truck dealers, and the benefits available for truck and warranty buyers have been increased. Every warranted truck now has first-day, first-mile coverage, which can be extended to 36 months/one million miles with the Pinnacle Option for qualifying Class 8 trucks. For details, visit www.premium2000trucks.com or call 1-888-261-7851.

Roadranger has published an updated four-disk CD set that packages more than 1,000 product, sales, service, and parts literature documents from Dana and Eaton, providing a comprehensive Roadranger system and service product library. It provides easy access to materials without having to wait for items to be printed and shipped or for potentially long download times. The CD library covers the entire Roadranger drive-train, including Fuller transmissions and clutches; Spicer axles, driveshafts and tire



pressure management systems; Bendix foundation brakes, VORAD collision warning systems; Eaton hybrid electric power systems; Roadranger Lube, and Roadranger warranty and aftermarket literature. The product library CD, publication number TCMT0100, is \$30. It may be ordered by calling 1-888-386-4636.

Truck Blue Book, a provider of commercial vehicle identification and valuation information, has launched its new *Truck Blue Book Online* site.

Available at www.truckbluebook.com, it provides instant access to 20 years of medium- and heavy-duty commercial truck valuation data via the Web.

Subscribers have online search capabilities by MSRP; finance, wholesale, and retail values; VIN deciphering capabilities; year/make/model lookup; defined valuation tools of trade-in and purchase values; detailed lists of options, including owner/operator items; value specific components (engine, transmission, front axle, rear axle); dealer sales tools, and user-defined e-mail reports.

Subscribers receive 12-month unlimited Web access to a single, unified database, which includes *Truck Blue Book*, *Older Truck Blue Book*, and *Truck Body Blue Book* data. Subscriptions are priced at \$339.95. For further information, or to order, contact Truck Blue Book at 1-800-654-6776 or visit www.truckbluebook.com. ■

File Cabinet



Business help online. There's a new federal website intended to help small business owners find government compliance information and resources.

www.Business.gov, managed by the U.S. Small Business Administration, is said to be a one-stop site that conveniently locates compliance information from all major federal government agencies regulating or serving small businesses.

On-board HOS monitoring. The Federal Motor Carrier Safety Administration (FMCSA) has released its notice of proposed rulemaking on the use of electronic on-board recorders for compliance with the hours-of-service (HOS) regulations. The proposed regulations would require that on-board recorders be installed in commercial motor vehicles manufactured two years after the effective date of the final rule.

The recorders would have to document basic information needed to track a driver's status. This would include driver name, duty status, date, time, location

of the vehicle and distance traveled. The regulations would also require the use of Global Positioning System (GPS) technology or other location tracking systems to automatically identify the location of the vehicle to further reduce the likelihood of falsification of HOS information.

The full Notice of Proposed Rulemaking was published in the Federal Register on January 18. Public comments will be accepted until April 18, 2007. For a copy of the notice, e-mail a request to news@fmcsa.dot.gov.

Paccar 'enlarging.' Paccar has unveiled plans for a new \$400 million powertrain manufacturing and assembly facility in the Southeast United States, as a result of strong worldwide demand for its DAF, Peterbilt, and Kenworth products. Construction on the 400,000-square-foot facility is targeted for completion in 2009.

Watching engine emissions on-board.

The U.S. Environmental Protection Agency is proposing that emissions-control systems installed on 2010-compliant heavy duty engines be monitored by on-board diagnostic devices. The intended purpose is to help ensure that the systems work properly.

Automobile on-board diagnostic devices, mandated in the mid-1990s, monitor emissions control components, alert vehicle operators of any problems and help inform service technicians of the problem needs need to be corrected. On-board emissions-control system diagnostic devices for heavy duty engines would operate similarly. ■

Are You Making Full Use of the UTA Website?

Have you ever been thinking "didn't I read something about that in the UTA newsletter?" but then couldn't find your own copy? Don't worry. Each issue is cataloged on the website and is easily viewed at your desktop. Here are just a few of the highlights from the 2006 issues:

- Minimizing Future Shock
- The Board of Directors Election Process
- Predicting Truck Accidents
- Negotiation: "The Art of the Deal"
- How To Value a High-Mileage Medium-Duty Used Truck
- Credit Approvals
- Selling the Right Truck for the Job
- Where is the Market Heading?
- Improved Sales
- The Importance of a Used Truck Inspection
- Sell More Product While Increasing Your Efficiency
- The Used Truck Lot: First Impressions Last the Longest
- Information: How Much is Too Much?

These topics were covered in just the last 12 issues; and we have 64 back issues on the website. What a wealth of information you have at your fingertips.

Can't find what you need? Just email the editor and we will search for you. If the topic has not been covered, we will do our best to include it in an upcoming issue. How's that for service?

Remember, information for your industry is as easy to find as typing www.uta.org. ■

2007 Membership Types

When you received your 2007 membership dues invoice, you probably noticed a new section at the bottom and thought to yourself "what the heck is this for?" Of course, being the astute and observant person that you are, you quickly turned to the second page to find out all about it. But just in case you weren't the one paying the invoice, let us bring you up to speed on our new UTA Industry Code Categories. If you did not get to see a copy of the new member application that has this code list, go to www.uta.org and download a copy today.

A1234 means you are an (A) Independent Truck Dealer selling (1) new and (2) used trucks and offering (3) parts and (4) service for what you sell.

B123456 means you are a (B) Franchised Truck Dealer selling (1) new and (2) used trucks, offering (3) parts and (4) service, (5) renting, and (6) leasing (on a daily basis).

If you are not a truck dealer, but provide components or services, or are a manufacturer, publication, or a finance company, your codes would be single letters.

The whole purpose of the UTA is to help its members. The more we know about the members, the better we can help them. So instead of simply being a generic UTA member, each member can now be classified and information can then be included in the newsletter and on the website that will be of better use to the membership. Plus, as we get a better view of who our members are, we believe we will find a wealth of information right here in our rolls that we can mine for the greater benefit of our great organization. ■

The Road from Galveston in '06...



Site-seeing at Moody Gardens



Workshops and discussions spread the knowledge



Product displays whet our appetites



"Because I said so!"



Everybody wants to party with the UTA



A "Power Couple"



Breaking bread with friends is always nice



The convention got our engines going

Kolman's Korner

Watch Out . . . Preoccupied Driver Nearby

Driving has become considerably more challenging these days. Along with a larger volume of drivers on the road, there are greater numbers of both younger and older drivers behind the wheel. Worst still, the number of drivers driving while distracted is increasing. Better brace yourself for this: The U.S. Department of Transportation has found drivers make the following estimated number of driving trips each week while engaging in a potentially distracting behavior on at least some portion of a driving trip.

- 2.38 billion trips while talking to passengers (56% of all trips).
- 1.92 billion trips while changing the radio station or looking for CDs or tapes (45% of all trips).
- 1.25 billion trips while eating or drinking (30% of all trips).
- 792 million trips while taking incoming cell phone calls (19% of all trips).
- 776 million trips while making outgoing cell phone calls (18% of all trips).
- 776 million trips while dealing with children in the back seat (18% of all trips).
- 414 million trips while looking at maps or directions (10% of all trips).
- 349 million trips while undertaking personal grooming (8% of all trips).
- 131 million trips while responding to a beeper or pager (3% of all trips).
- 116 million trips while using wireless Internet access (3% of all trips).
- 59 million trips while using navigation or crash avoidance systems (1% of all trips).

Be safe out there. ■



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UTA Industry Watch
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Industry Events Calendar

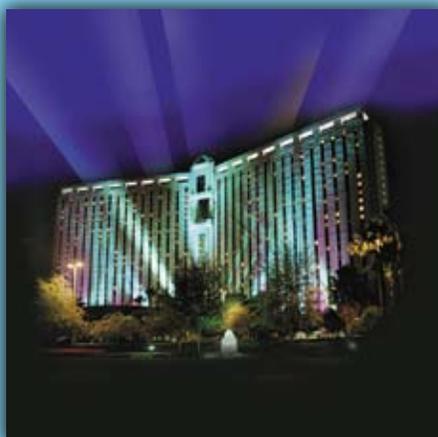
February 13-15
2007 Clean Heavy Duty Vehicle Conference
Los Angeles, CA
www.cleanheavyduty.com
626-744-5600

March 6-8, 2007
UTA Professional Fundamentals of Used Truck Sales Seminar
Tampa-Clearwater, FL
www.HDMAinccom
336-643-1961

March 7-9
The Work Truck Show 2007 and Annual NTEA Convention
Indianapolis, IN
www.ntea.com
1-800-441-6832

March 21-24
Truck Renting & Leasing Assn. Annual Meeting
Palm Springs, CA
www.trala.org
703-299-9120

March 22-24
Mid-America Trucking Show
Louisville, KY
www.truckingshowcom
502-899-3892



...Leads to Orlando in '07!

Quintessential Quote

“ The measure of a man's real character is what he would do if he knew he would never be found out. ”

THOMAS MACAULAY

2007

Mark Your Calendar Now for the UTA's 8th Annual Convention

At the Rosen Centre in Orlando • November 7-10, 2007



8th Annual Convention

Information, Knowledge & Networking Equals POWER

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

