

## Ricardo Rodriguez-Long

### LTA Nominee 2021

All things mechanical have interested Ricardo since he was a boy growing up in Argentina. He spent countless hours drawing and play with cars and trucks. And as he grew up, he looked to the United States as the place where he could actually fulfill some of his dreams.

While studying design and working as a mechanic, he immersed himself in the world of motorsports, which is still one of his passions today. After a few years, he was able to work at Toyota Racing Development, where he worked on the Toyota Atlantic program. His passion for transportation led him to a journalism career where he could learn all about this dynamic industry that moves people and goods across this vast country. The logistics, sale, post-sale, and service of a vehicle in the United States are quite unique and different from elsewhere in the world.



In 1993 he was interviewed by Bruce Brancato and that, he believes, was a turning point in his life. Following Bruce's suggestions and with hard work and lots of active listening, he became the #1 national salesman for Arrow Truck Sales three years in a row. Working at Arrow during the Jerry Nerman days was something special. Not only did he learn a lot but he also met the people (the founding members of UTA) who would become lifelong friends and help propel him to his next step—working for Los Angeles Freightliner (VVG today).

Ricardo has a talent for managing people, customers, inventory, and finance matters. He wore many different hats in his twenty-year stint at the company—always maximizing profits. Ethics, loyalty, perseverance, and grit is what he coached and encouraged the people who worked with him to develop. Sharing knowledge and managing one's ego have always been important messages to his team.

He never gave up the quest to learn more and use journalism to be constantly in the know. He created the first trucking magazine (*Transporte Latino*) for the Hispanic consumer, and an automotive radio show (*Garage Latino*) that, almost 20 years later, still airs live (Bleav Network). He has tested over 3000 vehicles to date and his car reviews appear in *LA Times* and *LABest*, among other publications. He is the current President for *Hispanic Motor Press* and Vice-President for *Motor Press Guild*, both entities representing automotive journalists in the country.

Since 2017 Ricardo has been a consultant for the industry and manages assets for banks and fleets. He has been involved in all facets of the used truck business and has become one of the leading authorities in valuations in the used truck market today. He continues competing in vintage racing and producing his artwork which has been featured at art galleries and exhibitions in the United States and Europe.