



The First Name In Trailers®

# UTILITOPICS

News from Utility Trailer

## Utility Trailer Grabs Record Market Share in 2007

Strong production in December helped push Utility Trailer to a record market share of 14.1% for year-ending 2007.

The year-to-date data for total industry trailer production in 2007 was 218,081\* units. Utility Trailer built a total of 30,648 units. Our market share jumped by more than two points to 12.5% of the flatbed market while we surpassed our market share goal in the dry vans segment with an 11% share.

\*All data was sourced from trailer OEMs as released January 28, 2008 by Americas Commercial Transportation Research Co., LLC (ACT Research) in Columbus, IN.

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OUR PARTNERSHIPS SET  
**THE STANDARD**  
2007 Sales Forum

**UTILITY TRAILER MANUFACTURING CO.**

17295 E. Railroad St., City of Industry, CA 91748



The First Name In Trailers®

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News from Utility Trailer

## not just aerodynamics

It's what 6.5% fuel savings can mean to you and the environment

## not just a trailer

It's the industry's first EPA Certified SmartWay® Trailer because, it's not just about our future



As a family-owned business, Utility Trailer values innovation that delivers results. Today, those values are realized with the introduction of the SmartWay® 4000D-X®. It's the first trailer to be recognized as EPA Certified SmartWay® when configured with proven fuel saving technologies, including side and gap fairings, and low resistance tires. When you get a SmartWay® 4000D-X® you get a light weight trailer built to outwork and outlast the competition, and a trailer that reduces diesel emissions, increases fuel efficiency and improves the bottom line.



The First Name In Trailers®

**4000D-X** The Industry's First EPA Certified SmartWay® Trailer

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### Another Industry First:

## Certifiably Green

It's a win-win for everyone that touches Utility Trailer's new 4000D-X® EPA Certified SmartWay® Trailer. The customer gets a light weight trailer built to outwork and outlast the competition, and a trailer that increases fuel efficiency, saves operators money and improves the bottom line. Then there's less greenhouse-gas emissions and air pollutants released in the environment, which is good for our children's future. And finally, Utility Trailer continues to demonstrate an unwavering commitment to do social good and create innovative solutions with the industry's first EPA Certified SmartWay® Trailer.

"Innovation that delivers results has been and will continue to be the foundation of our company," said Craig Bennett, Senior Vice President of Sales and Marketing for Utility Trailer. "We're proud of our partnership with the EPA to drive the trailer industry toward a cleaner environment and our new 4000D-X® Dry Van is the ideal product to lead the way."

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WINTER 08



## Another Industry First: **Certiably Green and Proud of It**

To qualify for SmartWay® certification, a trailer must achieve 6.5% or greater total fuel savings by reducing aerodynamic drag.

The SmartWay® 4000D-X® is equipped with a series of advanced aerodynamic components and low-rolling resistance tires that together can serve as a model for reducing fuel consumption for long-haul trailers.

With Michelin® X-One® tires, the SmartWay® 4000D-X® utilizes a single wide-base technology that reduces vehicle weight and the low-rolling resistance tires move over the highway more

efficiently, reducing fuel consumption and emissions. Fuel efficiency can be increased



by a minimum of 1.5% when configured with optional light weight Alcoa® aluminum wheels. To improve aerodynamic drag, Utility Trailer

installs either Laydon Composites or Freight Wing™ Side Skirts. The result is a minimum of 4% in fuel savings. In addition, the SmartWay® 4000D-X® uses a Freight Wing™ front-mounted gap reducer to further improve fuel efficiency by at least 1%.

Now that Utility Trailer has redefined the light weight standard by making the best-in-class trailer even better, isn't it time you take responsibility to keep your tare weight at a minimum and your profits at a maximum? And you can do all that without sacrificing durability.



Front Gap Fairing



Michelin® X-One® low rolling resistant tires and Alcoa aluminum wheels



Laydon Composite Side Fairing

## PLANT



of providing durable dry vans to Utility Trailer customers since 1994 and the recent addition of the industry's first qualifying dry van to be certified as a SmartWay® trailer.

"75,000 units marks a significant production milestone, highlighting 14 years of manufacturing achievement and customer acceptance," remarked Craig Bennett, Senior Vice President, Sales and Marketing for Utility Trailer. "Utility

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## Paragould Ships 75,000<sup>th</sup> Unit

The 75,000th dry van manufactured by Utility Trailer's Paragould, AR plant rolled down the production line August 2007, coinciding with an order for 75 new VS2DX trailers.

"With a dedicated production team and a category-leading product, the overall growth of the Paragould plant has thrived," said David

Neighbors, Plant Manager. "We're proud that we've been able to make a positive contribution to industry and to Utility Trailer who has supported our growth through the years. We're looking forward to greater milestones in the years ahead."

This milestone will likely be short-lived due to Paragould's well-established reputation



(L-R): Mike Stratton: Utility Trailer, Erin Theobald: Craftsmen Trailer (dealer), Chuck Kye: TNI (customer), Larry Holt: TNI, Terry Clemons: TNI, Tony Mercurio: Craftsmen Trailer, Lou Helmsing: Craftsmen Trailer

# Utility's Prep Package Helps Truckers Keep Their Cool While Going Green

## New Hybrid Diesel Electric Trailer Refrigeration Unit Cuts Air Pollution

It can happen more now than ever before with a hybrid refrigeration unit that allows some of America's favorite foods – chicken, salmon and filet mignon – to remain icy cold while switching from diesel power to electric power during loading and unloading. This technology reduces diesel emissions to zero and also puts a lid on fuel costs and noise.

The new Prep Package from Utility Trailer is designed for trailers equipped with hybrid refrigeration units. It is engineered to match

**Utility Trailer is taking a leadership role in integrating various green technologies into its trailers...**

the significant improvements in reliability, performance and life expectancy with hybrid systems. These benefits are especially noted in demanding applications like multi-temperature, where heavy fork-lift traffic, multiple door openings and movable bulkheads make them more prone to damage and wear.

"Refrigeration is an integral part of America's transportation and delivery system. Thanks to this new hybrid diesel electric power, businesses can go green, increase their bottomline, as well as have an impact toward shrinking their environmental footprint," said Craig Bennett, Senior Vice President, Sales and Marketing for Utility Trailer.



Factory installed refrigeration unit

Among the newly engineered features specifically incorporated for hybrid multi-temperature applications are a flush, heavy-duty, divided aluminum trough that houses, refrigeration lines and electrical cables in separate compartments; a full-length, grounded, copper channel surrounding the high

voltage cable; and a ¼-inch-thick trough cover to better protect the high voltage cable from damage from fork truck masts and shoring bars.

To learn more about Utility's 3000R® multi-temperature installation package, visit [www.utilitytrailer.com](http://www.utilitytrailer.com).



Shown are the heavy duty, divided aluminum trough that houses, refrigeration lines and electrical cables in separate compartments.

### INSTALLED FEATURES:

- Implemented high-voltage safeguards for long term use in reefer trailer applications
- High-voltage power cable is routed in a protected raceway, isolated from all other lines
- The high-voltage power cable is surrounded by a full-length copper channel to provide a long-term and low maintenance, safety ground
- Durable, redundant, copper-to-copper, ground connections at the host unit and all remote evaporators
- Grounded guards are installed at host and remote evaporators to protect high-voltage cables
- The remote evaporator guard mounting is separate from the evaporator mounting to avoid or minimize evaporator damage
- New design evaporator raceway trough complies with the National Electrical Code (N.E.C.) guidelines for high-voltage power cables
- ¼" thick, high-strength aluminum raceway trough cover for durable protection of high-voltage cable from shoring bars and fork lift masts
- Visible warning labels, located inside the trailer at the rear and outside of the trailer at the front, to alert workers to the presence of high-voltage systems on the trailer and to provide instruction for its safe use

## Sweet Deal for Mid-States: 93 New Reefers

**S**weet deal: a new fleet of 93 Utility Trailer 3000R® reefers was acquired by Sathers Trucking Company, a privately-held trucking firm, for its parent company Farley's and Sathers.

You may have heard of Farley's and Sathers or enjoyed one of their many famous brands, JUJYFRUITS® or their recently acquired signature brand BRACH'S®. After all, they are a top 25 manufacturer of the world's leading confections, with distribution centers in Tennessee, Iowa and Mexico. They also own a private trucking company, Sathers Trucking Company, which operates a fleet of 113 trailers.

The 3000R® reefers for Sathers Trucking were all custom-manufactured and were sold by Rich Nielsen of Mid-States Utility in Sioux City, IA. Each trailer is fitted with glow-in-the-dark, full coverage decals, which are quite intense



at night. Day or night, the decals promote different Farley's and Sathers product lines. Be on the lookout for a glow-in-the-dark rolling billboard when you're traveling our nation's highways. "Sathers was running 2000R®s and they wanted to upgrade to lighter weight and more fuel efficient reefers," said Greg Brown, Regional Manager, Region 6. "They also wanted to upgrade to 53' trailers from 48' so they could to haul more payload."

Greg noted that Sathers trailers are on the road constantly, so reliability, low cost of ownership and durability were critical to their decision to use the Utility Trailer brand. Of Sathers' total fleet of 113 total trailers, 101 are Utility-branded trailers. "All of us here at Utility Trailer would like to thank Sathers for the confidence they placed in Mid-States Utility and our 3000R®," added Greg. "I personally want to extend congratulations to the salesman Rich Nielsen for his hard work and tireless effort to earn the business."

## Media Ad Calendar

A three-month glance at Utility Trailer ads appearing in industry trade publications

MARCH	APRIL	MAY
Transport Topics <b>SmartWay®</b>	Overdrive <b>SmartWay®</b>	Transport Topics <b>3000R®</b>
Overdrive <b>4000A™</b>		Commercial Carrier Journal <b>3000R®</b>
Today's Trucking <b>3000R®</b>		Refrigerated Transporter <b>3000R®</b>
		Today's Trucking <b>4000D-X®</b>



## Paragould

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Trailer is a leader in the industry due in part to our manufacturing partners, and our brand image they continue to strengthen. Every person who works in the Paragould operations should take pride in not just hitting that impressive number, but also for making the unique 4000D-X® a leading product in the industry."

Paragould's milestone unit was part of an order for 75 new VS2DX Trailers sold by Tony Mercurio of Craftsmen Trailer to Tri-National in September 2007. After a thorough review of Tri-National's operational needs and historical maintenance costs it was recommended that

the new trailers include such upgrades as hardwood wearbands, oak floors, reinforced front walls, and steel bang plates. Tri-National is a truck-load carrier with routes from Mexico to Canada and a long-standing Utility Trailer customer, "Craftsmen and Utility Trailer made this transaction very easy, by meeting our lead time request and by eliminating the normally long process of in-servicing the equipment once it comes off the line," stated Terry Clemons, director of maintenance for Tri-Nationals.

At the end of 2007, Paragould had manufactured 77,534 dry vans for Utility Trailer.

# Raising the Standard in Flatbed Evolution **4000A™**

It was not a matter of how but when the engineers at Utility Trailer would create the next evolution in a flatbed trailer. And set aside any build challenges that typically confront the group on developing a new product. Utility's engineers were determined to create a flatbed that was the most productive high strength, light weight available on the market.

The innovation behind the new 4000A™ Flatbed is built on the foundation of the 2000A® but was reengineered with a one-piece plasma cut main beam web for an 80,000 lbs. distributed load beam rating. All of the standard features exceed industry averages and have been "real world" tested to validate the product integrity at Utility Trailer's R&D facility in Southern California.

"The innovation behind this new flatbed design goes beyond the strong, lighter, and better message," said Jeff Bennett, Vice President of Engineering for Utility Trailer. "Our goal was to bring to market an optimized flatbed trailer that would provide the maximum return on investment for our customers. We did this by eliminating 426 lbs. of steel and aluminum on the base model flatbed, which not only reduced material costs, but enabled the trailer to carry more payload per mile."

The innovative 4000A™ delivers the value and

durability of the Utility Trailer brand, and offers such features/benefits as:

- Hendrickson Narrow Hanger AANT 23k 121" Spread Air Ride Suspension to lower the trailer weight and increases its strength.
- Hat-Shaped Main Beam Top Flange, 80,000 lbs. PSI High Tensile Steel for increased beam strength.

- Pipe Spools 6,500 lbs. Working Load Limited Rated, which surpass DOT requirements for load securement points.
- Aluminum side rails with integral winch slide track for increased versatility and load security.

Utility Trailer's new 4000A™ will be on display at the Mid-America Trucking Show, March 27-29, at the Kentucky Expo Center in Louisville. Stop by booth #34195 in the South Wing.



Teaser ad for new 4000A™ launched fall 2007

## Southeast Texas Serves Texas Barbecue At Pharr Location Grand Opening

Welcome y'all to life in the Lone Star State, where a Texas barbecue and a grand opening are traditionally served in tandem.



Such a celebration took place on January 11 in Pharr, Texas when Utility Trailer Sales Southeast Texas officially tipped its 10-gallon welcome hat to more than 1,250 employees, customers, vendors and city officials attending its grand opening.

Owner Jon Loring reminisced with guests about the early days in '79 when life with Utility was no more than one acre of land in the Rio Grande Valley. Today, his new 57,000 sq.ft. service facility rests on 18 acres and is twice the size of its old location. The facility is also designed with the customer in mind: a 12,500 sq.ft. Parts Department and 14 shop bays to handle any and all tractor and trailer

needs. There's plenty of office space and a large conference room as well.

"We've been fortunate with our expansion," said Jon. "We are in a good part of the world for the trailer business, and being next to Mexico helps as well. Our dry van business is growing as the manufacturing grows just over the border, and we are in the middle of it."

If you want to send Jon and his Pharr team a congratulatory e-mail, which by the way, closed a deal for 80 new trailers at his Texas barbecue, he can be reached at [jonloring@utilitytrailers.com](mailto:jonloring@utilitytrailers.com).

## Utility Trailer of Knoxville Avoids Urban Legend Pranks by Delaying Grand Re-Opening One Day

It's become tradition that on the first day of April to pull jokes of the harmless variety on those near and dear. Well, to avoid any embarrassing moments on the re-opening of their business, Utility Trailer of Knoxville (TN) opened their doors to patrons on April 2, 2007. The dealership was formerly known as Utility Trailer of East Tennessee.

"We wanted to highlight all the things we've done since the acquisition – a spruced-up facility and the like," said Mike Edwards, owner/manager, "and we were ready to go at the first of the month."

"You never want to start a business on the first of April – April Fool's Day just doesn't seem

smart," added Mike, "so we unlocked the doors the very next day. The dealership's official Grand Opening celebration, however, was held on November 1, 2007.

Nearly 400 guests and more than 20 vendor partners enjoyed a Southern-style barbecue and a day of networking among friends and acquaintances. Winner of the grand door prize – a Polaris ATV – was Erwin Lowe of Giant Trailer Repair in Cleveland, Tennessee.

"Our grand opening just reassured me how enthusiastic all of the people here have been," noted Mike. "One of the key things with our acquisition was that the people were highly

motivated and qualified. We knew we had one of the premier dealer franchises in the industry; a great territory; and a great facility to serve and support our customers."

"But it's the people who've made it work with a 'can-do attitude', said Mike. "We all understood the stakes when we began, and now we've become a family. As a result, we've been true to our mission: "Treat truckers' right...they deserve our very best effort every day."

Utility Trailer of Knoxville is located at 315 E. Dumphlin Valley Road in Kodak, TN 37764.

## The 2007 Sales Forum Sets New Standard

You had a sense that the 2007 Sales Forum, held Sept. 13-15 in Chicago, was going to be a bit different. From the initial invitation that encouraged everyone "not to attend" but participate to the focus groups that gave corporate a true sense of reality of its dealer network.

Sure, the Sales Forum had the typical general session presentations, product updates and sharing of sales tools. It also provided attendees with information on industry expectations for 2008 and unique selling points of the Utility Trailer brand against the competition.

Technology discussions also had a well-deserved place in the Sales Forum as many spoke openly about new improvements implemented by Utility Trailer including new foam formulations



that will deliver a better K factor for the 3000R® and a more productive high strength, light weight 4000A™ flatbed. Management also shared some spearheading technologies that are designed to

improve fuel efficiency and lower emissions.

"Technology is important, but it will never replace intelligence and wisdom. And technology needs to boost productivity to ensure quality," explained Jeff Bennett, Vice President of Engineering for Utility Trailer. "

What made 2007 Sales Forum truly unique was the focused effort by all – corporate, dealers and vendors – to partner together to help each other discover new ways to be more successful.

"We have invested in learning from our dealers and customers to better understand the market and how our products fit into their needs and wants," said Craig Bennett, Senior Vice President, Sales and Marketing for Utility Trailer.

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## Utility Ready to “Make Your Day” with New Features to 2008 Dealer Marketing Programs

**W**hat we learned from our Dealer marketing program in 2007 was much like Clint Eastwood’s classic film, “The Good, The Bad and The Ugly,” feedback from our dealers had a little bit of everything. And that was alright.

Based on those comments, we are in the process of making adjustments for greater efficiency and effectiveness in 2008. For example, the marketing toolkit will be mailed quarterly rather than monthly to allow dealers the flexibility to target prospects and customers at their own pace and frequency. Dealers will now receive three months of collateral at the beginning of each quarter and each kit will include two different sales postcards.

We also made a significant change to our monthly parts specials to address the dealers’ concerns about time-sensitive materials. The parts mailer will now highlight multiple products and suppliers for a three-month period rather than a featured monthly supplier. This change will provide prospects and customers with multiple opportunities to pick up the phone or drop by the dealer’s store for a sale.

Another “good” change is that each dealer can now customize the parts mailer with a flexible pricing structure to target the customer for each promotional period. This is an enhancement to the “Target Your Profit” program developed by Aftermarket Parts Division of Utility Trailer.

For more insight into the 2008 Dealer Marketing Program or if you would like to discuss the quarterly specials and pricing, please contact program representatives Tracy Nightingale or Niki Phan at 626-583-1855.



### Up Coming Specials

On Special In JANUARY



On Special In FEBRUARY



On Special In MARCH



The parts you need from a name you trust.



utilitytrailer.com/parts

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## Submit an Article for Utilitopics

If you are interested in submitting your own event or dealer news in a future edition of Utilitopics, please contact **Antoinette Monreal** at 626-935-6745 or [amonreal@utm.com](mailto:amonreal@utm.com).

## Sales Forum

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“The feedback we received has resulted in positive changes that are being made to make our products better, and make our service and support even stronger,” by addressing how positive the business climate has been over the past three years. Yet analysts are forecasting an industry slowdown for 2008. “Even so, this presents Utility Trailer with a great opportunity to grow. We not only have the best salespeople in the industry, we have several key strengths. We have a reputation second to none, family ownership, the best R&D and test facility in the

industry, and a world-class dealer network that is strong and committed to improving every aspect of the trailer business. Those qualities never slow down and will enable us to be true to our goal, which is to be the best.”

From beginning to end, the 2007 Sales Forum reinforced that dialogue will be the key to the future success of Utility Trailer and its dealer network. But as important, the customer ultimately benefits by getting better products, service and support.

Next Issue:  
MAY