



The First Name In Trailers

UTILITOPICS

The Quarterly Publication for Top Utility News



TAUTLINER

Tradition of Innovation. Legacy of Quality. Utility Tautliner®

Utility Trailer Manufacturing Co. was formed by E.W. Bennett and H.C. Bennett in 1914, with the creation of their first single axle trailer. Since then, the company has made a continuous effort "to build the customer more quality and value for their money."

This devotion to serving customer needs again led Utility into the future of logistics with the acquisition of the Utility Tautliner line of products in 1981. The "curtain-side trailer" was conceived in 1969 by Englishman Gerald Broadbent, and soon thereafter, he and Walter Bennett joined developmental forces to adapt the idea to the U.S. market. In 1981, Utility became the first U.S. manufacturer to offer the curtain-side trailer. By 1987, Utility had acquired the U.S. and Canadian patent and manufacturing rights to the popular line.

Since its U.S. introduction, Utility has maintained strict quality controls to preserve

Tautliner's unparalleled reputation. Tautliner is basically two trailers in one, a weather-tight van and a flatbed. But Utility is the only manufacturer to build the entire unit, along with a wide variety of curtain assemblies and full digital (and standard) graphics capabilities. No other competitor can make that claim.

Utility has designed, tested and engineered Tautliner innovations that allow it to absorb and distribute road stresses, rather than resist them, such as patented, bolted and shock-mounted front and rear frame assemblies. Tautliner curtains are also 50% stronger than any other curtains available today, for unbeatable sidewall durability, weather protection and ease of access.

Loading and unloading efficiency is another Tautliner hallmark: customers may choose a

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2005 International Sales Meeting a Tremendous Success

In spite of the scare brought on by Hurricane Rita, this year's 2005 International Sales Meeting, themed "UForce" proved to be informative, fun and engaging. UForce is the synergy created by leveraging the industry's best dealer network, with Utility's commitment to building the best trailers.

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Utility Trailer Congratulates H-E-B's 100th Year as Family-Run Business

Known today as an innovative retailer, H-E-B began as a tiny Texas mom and pop grocery store in 1905 in Kerville, Texas with sixty dollars and a prayer. Today H-E-B employs more than 56,000 people in more than 300 locations in Texas and Mexico.

In recognition of H-E-B's 100th anniversary—and their 13-year relationship with Utility Trailer Sales Southeast Texas Inc., Craig Bennett, SVP

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2005 International Sales Meeting a Tremendous Success

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The Thursday through Saturday event was informative, with the purpose of providing the 202 dealer sales attendees with the resources necessary to communicate the advantages of Utility's trailers to the market. Thursday began with Craig Bennett speaking about Utility's brand and the positive impact it has had on achieving marketing goals. He also praised the accomplishments attained as a result of the cooperation between the dealers and Utility Trailer Manufacturing. Hal Bennett spoke briefly about the character of Utility and how that translates into an unwavering commitment to the dealer network and also to the marketplace. Stephen Bennett discussed the impact that corporate purchasing trends are having on the market, and he introduced strategies to assist dealers with these changes. Jeff Bennett finished the morning session time by highlighting the latest manufacturing and product updates, and detailing how these help create additional revenue opportunities.

Thursday night, attendees had the chance to meet with 40 vendors during the Vendor Fair and see new products and sales opportunities. Friday's breakout sessions highlighted Utility's product line and commitment to help dealers beat the competition. Competitive product analysis was reviewed on each major product category. The 4000D-X was showcased and positioned as a "heads on" competitor to the Duraplate, and several competitive advantages were highlighted.

Making the event enjoyable was important. Thursday afternoon was set aside for various recreational activities. Several attendees toured



Clockwise from top left corner: Sean Bicknell and Gregg Brown put the finishing touch on their presentations; Brett Olsen and Henry Artime admire Sid Keay's monster drive; Antoinette Monreal and girls from Bravo! at the vendor fair; Tom Conn of Waltco at the vendor fair.

the Sixth Floor Museum at Dealey Plaza, which is a historical exhibition dealing with the life, times, death, and legacy of John F. Kennedy. Others visited Texas Stadium and the Cavanaugh Flight Museum. Nearly 200 golfers participated in the

Golf Scramble at Indian Creek Golf Club.

The awards dinner Friday Night was a time to celebrate the incredible success of the dealer sales force. This was a year of "Most Evers". 2005 had the Most Ever Roundtable winners. This award requires selling at least 400 trailers. 2005 also had the Most Ever Sales Goal Achievers. Hearty congratulations to those 29 dealers (see left).

A special recognition is in order for Bob Wilderson, Utility Trailer Sales of Central California for his 40 years of service and Sonny Hibbler for his 30 years of service. Thank you! Utility Trailer Manufacturing also acknowledged Wayne Pope, Southwest Regional Sales Manager, who retired at the end of 2005.

Thank you to everyone who attended. Utility's goal is to provide the dealer network with every tool needed to outdistance the competition, so that 2006 will be the best ever.

2005 Sales Goal Achievers

Dealer	% of Goal
Utility Trailer Sales of Colorado, LLC	143.7
Utility Trailer of Dallas, Inc.	103.9
Utility Tri-State, Inc.	114.8
Utility Trailer Sales of Oregon, Inc.	111.4
Utility Trailer Sales of Boise, Co.	112.7
Badger Utility, Inc.	122.9
Ocean Trailer	275.0
Utility Trailer Sales of Utah, Inc.	101.9
Mid-States Utility Trailer Sales, Inc.	162.3
Midwest Utility, Inc.	114.5
Hawkeye Utility Trailer Sales	118.0
Peterbilt of Fargo, Inc.	151.1
Utility Trailer Sales of East Tennessee	113.4
General Trailer Services, Inc	122.4
C.R.T.S., Inc	146.8

Dealer	% of Goal
Florida Utility Trailers, Inc	140.3
Utility Trailer Sales & Leasing	112.6
Action Utility Quebec, Inc.	187.6
Utility Trailer Sales of Alabama, LLC	140.4
Craftsmen Industries, Inc.	137.1
Utility Trailer Sales of the Ozarks, Inc.	118.5
Utility Trailer Sales of Sikeston, Inc.	128.1
Utility/Keystone Trailer Sales, Inc.	133.6
Utility Trailer of New England, Inc.	116.1
Utility Trailer Sales Company	101.4
Utility Trailer Sales of Southeast Texas	124.6
Utility Trailer Sales of Tennessee, Inc	100.0
Interstate Trailer & Equipment	100.0
Utility Trailer Sales of New Jersey, Inc	100.0

Utility Trailer Congratulates H-E-B's 100th Year as Family-Run Business

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of Sales and Marketing said, "H-E-B is a fine example of American entrepreneurship. As a 90-year old, family-run business ourselves, we appreciate the dedication and effort it took for the family to reach this level of success, while remaining committed to the family values that got them there."

H-E-B celebrated its own anniversary with another innovation—a state-of-the-art \$15 million maintenance facility in San Antonio, Texas. With a drive-thru equipment diagnostic bay, computer automated wash bays, tire shop, and both trailer and light tractor repair facilities, it's an impressive step toward securing H-E-B's future for another 100 years.



Group: H-E-B, Utility Trailer Manufacturing Co., and Utility Trailer Sales of Southeast Texas Inc. in front of H-E-B Anniversary trailer.

Top Row: Steve Smith (UTM), Craig Bennett (UTM), Mike Stratton (UTM), Don Everingham (H-E-B), Jon Loring (UTSSTI), Mike Moynahan (H-E-B)

Bottom Row: Mark Glasgow (UTM), Ron Valentine (UTM), Jonny Loring (UTSSTI), Gary Beade (UTSSTI)

PRODUCT

Lighting Options

New Trailer Lighting Options. Looking at a Brighter Future.

LED's are now leading the way in cost-efficient technology for transportation. They're brighter—with a greater light output than incandescents. They last longer—up to 10,000 hours; and they make lower electrical power demands.

LED marker and clearance lights have been cost effective for some time, but now LED stop/tail/turn lights are also practical alternatives. Meanwhile LED auxiliary lights, such as dome lights, are also now approaching the brightness of fluorescents, meaning more, cost-efficient alternatives will soon be at hand.

How will new LED auxiliary lights help lower operating costs even further? They'll operate in lower temperatures, last longer than traditional fluorescents, and lower the overall life-cycle cost. Multiple, power-conserving LED dome lights can also run on the same circuit, eliminating the need for heavy gauge wiring and expensive relay switches. Future savings from increased LED production and usage make the future look very bright for this new technology.



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sliding liftout post for an un-obstructed loading/unloading area, or a center post design that acts as a guide to help align the cargo. Utility's Tautliner Truck Body also offers one of the widest rear door openings of any comparable truck body available in the market. Plus, this user-friendly configuration offers all the benefits of its big brother, Tautliner.

“Utility has designed, tested and engineered Tautliner innovations that allow it to absorb and distribute road stresses, rather than resist them...”

While innovative thinking moves Utility forward, the tradition of quality persists. The Tautliner product line is manufactured at the Enterprise, Alabama flatbed factory. The curtains are manufactured in the Walnut, California facility, where they also manufacture many of the competitor's curtains, as well as offer service and repair of all types of curtains, and aftermarket support of the Tautliner product line.

Utility is proud of their line of Tautliner products and services, as it is a team member to many of our customers. Utility looks forward to helping their clients become even more productive and profitable with new innovations for the 21st century.



EL & EL Wood Products: Quality Details



EL & EL Wood Products has been manufacturing fine moldings and architectural details since 1967. They are noted for their craftsmanship, so it's no wonder they are loyal Utility customers. Before 1986, the trucks they'd been using didn't keep their cargo lean or dry enough. After discovering the "curtainside truck body," they've chosen Utility Truck Bodies, Tautliners, and flatbeds ever since.

John Vidas, Transportation Manager, says, "Your product surpasses all others in the marketplace.

Your ease-of-use and durability are second-to-none. And the people who work there are the best, too. Ralph Keaton makes sure I get what I need, while Ed Chambless, Linda Baker and her crew make our units some of the best-looking trucks on the road. These people are above the norm when it comes to customer needs."

Originally serving Southern California and now moving into Northern California, the EL & EL fleet has grown from a single Utility Truck Body to 40 units. We look forward to helping them grow well into the future.

Raising the Thin-Wall Standard — Utility's 4000D-X® Dry Van

The advertising of the 4000D-X dry van has always focused on the features that make it a great dry van. Drawing on a recent online survey and testing, Utility decided the new campaign should

pinpoint the main enhancement that makes the 4000D-X a major competitor in the thin-wall market, Utility's patented thin-wall design.

The new campaign starts by featuring the strong headline "The Thin-Wall Standard has been Raised". The ad focuses on the technological advances of the patented Utility thin-wall design which positions the 4000D-X to take the traditional plate trailer "head on" in strength and payload.



UT Website Awarded for Excellence

Utility Trailer and The Arttime Group have been selected by Graphic Design USA as a recipient of their 2005 award for excellence in design. The website had a major overhaul to those familiar with the previous website, and Utility believes this overhaul has made the user experience only better.

"The new interactive website is better for all visitors, from those looking for a local dealer, to those who want to experience every feature and option available on a product line," states Brett Olsen, Marketing Services Manager.

The award further assures Utility Trailer that the time and energy given to continually enhance the website is worth every effort. Most recently the website was updated to enhance search engine optimization, and now features a 4000D-X interactive page with snag free impact video (www.4000DX.com), and a page for downloadable PDF versions of current and past editions of the Utilitopics newsletter.



INNOVATIONS

TIRE INFLATION

Meritor Tire Inflation System by PSI – Raising the Bar.

Under-inflated tires shorten tire life and raise fuel and operational costs, seriously compromising profitability. A tire that's 20% below recommended pressure loses 25% of its life, while a tire 30% below recommended pressure loses over 50% of its useful life.

Now the Meritor Tire Inflation System by P.S.I. (MTIS) can help control this cost – often the second highest expenditure in fleet operation. The MTIS uses compressed air from the trailer air system to inflate any tire that falls below the

pressure level the customer sets—all while the trailer is moving.

Air moves from the trailer's primary air tank to the control box, then to the axle tube and finally, to the rotary union where air is distributed to each tire as needed. MTIS is easily installed on any trailer, will help extend tire life and trim costs—and help raise the bar on performance and productivity, simply and efficiently.



Utility Trailer Sales of Washington — New Facility Move to Auburn

Utility Trailer Sales of Washington recently moved into their new state-of-the-art facility located at 904 West Main Street, in Auburn, Washington.

The new 31,000 square ft. facility includes 12 indoor service bays, 2 covered wash bays and 5,300 square ft. of warehouse space. The automated parts and service offices includes a comfortable driver's lounge. A conference/presentation room is available in the sales and administration offices.

"We firmly believe our employees are the best in the industry. Combine our people with our new facility, and we will be able to meet and exceed all of our customer's needs," states Mike Kolar of Utility Trailer Sales of Washington. He adds, "We would like to thank our customers for their patience through this transition and look forward to seeing them at our new place of business."



Ocean Trailer of Edmonton, Alberta —Anniversaries and Growth

Ocean Trailer, the Utility Trailer dealer for Western Canada since 2001, is honoring the 10th anniversary of its Edmonton, Alberta branch with a big bang – a new, state-of-the-art 40,000 sq ft. facility on a huge 21-acre campus. The building includes an impressive 20-bay service facility, plus a 5,000 sq ft. parts warehouse to help better serve the needs of its always-growing customer list.

But Edmonton is just one of the five successful locations for Ocean Trailer, which will celebrate its 25-year founding anniversary in 2006. Ocean Trailer employs over 200 people and is headquartered in Coquitlam (Vancouver), BC with branch offices in Alberta, Calgary, Winnipeg, Manitoba, Saskatoon, and Saskatchewan. With an innovative and service-oriented approach to its customers, the future continues to look big for this successful dealer.



Utility Trailer Sales and Leasing of Miami — New Warehouse Facility



Utility Trailer Sales and Leasing of Miami, Florida have opened a New Parts Sales Warehouse facility at 8330 Currency Drive, Bay 5, in Riviera Beach, Palm Beach County, Florida.

Located approximately 75 miles away from the Miami facility, this new location expands Utility's "reach of service" into the rapidly growing counties of West Palm Beach, Okeechobee, Martin, Glades and St. Lucie.

Customers also have the convenience of

acquiring parts from Utility Trailer Sales & Leasing of Miami online at www.utfla.com. All major credit cards are accepted or customers can apply for credit online at the same website.

In business since 1970, Utility's Miami location provides customers with new and used trailers, truck and trailer parts, and service facilities. Customer service for the new West Palm Beach area location can be reached at 561-863-7363 or for the Miami location at 305-888-0020.

Wide Track Suspension System Receives A Well Earned Nifty-Fifty Award

Utility Trailer's innovative Wide Track Suspension System has been selected as one of Heavy Duty Trucking's 50 best products introduced in 2005. The Wide Track Suspension System allows the use of any industry standard wheel end and bearing system without a reduction

in bearing life or gross axle weight rating. A study recently conducted at Oak Ridge National Lab found that the wider track suspension, used with single wide tires, increased roll stiffness by over 45% (Transport Topics, December 5th, 2005). "Utility's Wide Track Suspension System is the latest example in a long line of innovations that

exemplify the pioneering solutions that have kept us strong for 90 years," said Craig Bennett, Sr. VP Sales and Marketing. "Combine the Wide Track System with our thin-wall 4000D-X and you have a durable, productive, and cost-saving combination that represents the best our industry has to offer."

AFTERMARKET PARTS

Aftermarket Parts Attributes Growth to Dealer Expansion

Utility's Aftermarket Parts projected a 15% growth at year-end 2005 over 2004. The reasons for this growth are: increased product offerings and continued focus on helping dealers grow their business through expanding advertising exposure. Consistent branding efforts, including providing dealers with ad templates, is one way Aftermarket Parts is helping the dealer network increase their market opportunities. An expanded number of heavy-duty truck and trailer parts from other manufacturers helps Utility dealers offer more to their customers.

"We tell our customers, 'If it is on wheels, we'll get the parts.'"

Utility dealers are the main truck and trailer parts source for the heavy-duty market. Customers come to Utility dealers because of experience and excellent customer service. Paula Goodsell, Parts Manager of CRTS in Garner, NC says "CRTS has been known in our area (and we hear it every day) for the best customer service when you come to our facility. I always have enough counter and customer

service support at all hours of operation. We also retain our walk-in customers by educating them about their equipment and the parts they buy." Mike Sommer, Parts Manager of Mid-States Utility in Omaha, NE added, "I also strive to have my parts department go the extra step, above and beyond to deliver the best to our customers."

Along with traditional markets for truck and trailer parts, many dealers are expanding into other markets. Already the leader in trailer parts, CRTS has ventured into other markets such as; tarps, bedliners, dumps, chips and lift gates. Paula said, "We tell our customers, 'If it is on wheels, we'll get the parts.'" Similarly, Mid-State Utility in Omaha has excelled in wheel end products such as brake shoes, kits and drums. They have also entered into other markets such as; containers, racks and a new market for foam kits.

Utility's Aftermarket Parts is committed to the growth of their dealers by expanding the line of heavy-duty truck and trailer parts and providing the best service in the industry. Paula states that the service she and her staff receive from her Utility Aftermarket regional sales manager and Ohio Parts Distribution Center has allowed



Mid-States Utility in Omaha, NE

CRTS to supply the best customer service in the area. Michael Moore, Director Aftermarket Parts added, "Unlike other distributors in the aftermarket segment, we distribute products only through a dedicated dealer network, therefore we are committed to providing our dealer network everything they need to grow their parts business."

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 **Brett Olsen** at **626-854-7383** or **bolsen@utm.com**.

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