



The First Name In Trailers

UTILITOPICS

The Quarterly Publication for Top Utility News



The First Name In Utility Trailers... Flatbed

History

From its humble beginnings carrying utility poles throughout the southwest, to the lightweight aluminum/steel combo flatbed that our aftermarket parts are delivered on, Utility's name and legacy were built on quality flatbed trailers. Today, Utility Trailer manufactures a strong flatbed line including aluminum/steel, all steel, center frame, wide frame, drop decks, doubles, and the curtainsided Tautliner. All these are built with the same dedication and quality that Utility brings to every trailer manufactured.

Utility's best selling 2000A flatbed boasts an 80,000lb beam capacity (evenly distributed) and is designed to absorb and distribute stress, not resist it, to create a longer lifecycle and to require less maintenance. Features such as 6500lb working load limit pipe stools, an integral cinch track, and stainless steel corner posts, are designed for maximum durability and load securement versatility.

Continued on Pg. 2

Enterprise

Utility Trailer flatbeds were originally built in the City of Industry plant. When the Enterprise, Alabama factory was built in 1981, Utility started its first flatbed dedicated plant.

This year Enterprise celebrates its 25th anniversary serving the flatbed and curtainside markets. The factory has produced over

Enterprise Flatbed Plant Celebrates 25th Anniversary

56,200 trailers since its inception. This plant manufactures all of the models in the flatbed product line on three separate production lines.

Four employees in the Enterprise plant have been there from the start, 25 years ago. Plant Manager – Randy McCollough, Inspector – Greg Corbitt, Welder – Stuart Bane, and Machine Operator – Tommy Seay.

PRODUCT STORIES

Flatbed Trailers 1

TECHNOLOGY

Torturing Trailers on the Test Track 4

TRAINING

New Salesmen Meeting 5

DEALER STORIES

Central CA's 70th Anniversary 1

Fort Wayne, Indiana 6

Billings, Montana 6

Guadalajara, Mexico 6

CUSTOMER STORY

Fikes Truck Line 2

AFTERMARKET PARTS

Dealer Parts Council 7

EVENTS

Great American Trucking Show 5

OTHER

Utility Joins the ATA 1

CONTENTS

70 Years Strong, Utility of Central California Moving Forward

Seventy years ago, in 1936, America was in the midst of "The Great Depression". Business was bad everywhere, but especially hard hit were farmers. Prices for crops fell by 40-60%. To begin a business then in the



Continued on Pg. 3

Utility Trailer Joins The ATA

Utility recognizes the importance of being a voice in representing the interests of the trucking industry. "Now more than ever it seems natural for us to participate at an even higher level with the ATA to ensure that trucking is on the legislative forefront of innovation, productivity, safety and fuel economy," said Craig Bennett Sr. VP Sales and Marketing.

The First Name In Utility Trailers...Flatbed

Continued from Pg. 1

"The backbone of American growth and recovery are brought by flatbeds, and we're proud to build the best flatbed here in Enterprise," states Randy. This is the type of dedication that has allowed Utility to prosper through all the cycles of the trailer industry.

Over the past 10 months, the plant has undergone a \$1 million capital expansion plan that is virtually complete now. The expansion included a 13,000 sq.ft. building addition as well as a yard expansion. An additional down draft paint booth is being installed for Line 3. The new paint system will also provide superior surface preparation via a second shot blast facility and a superior paint finish due to application of a zinc rich epoxy primer applied prior to the finish coats. This new extended life paint finish will reduce maintenance costs and improve user productivity. In addition, the Tautliner front and



rear wall assemblies have been upgraded from mild steel to Cor-ten steel, a more corrosion resistant steel product.

Utility Trailer would like to thank the dedicated employees of the Enterprise plant for their hard work in making some of the best flatbeds in the industry.

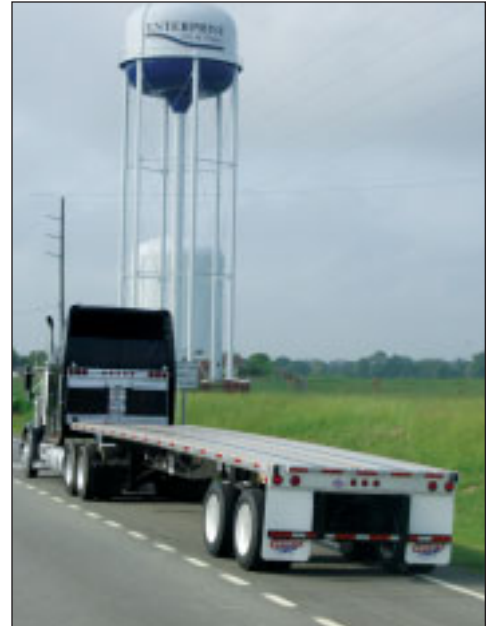
Market

The flatbed industry has been very strong across the country for the second straight year. The Utility flatbed product line is forecast to achieve an all-time record level sales in 2006 of over 4000 units. Utility's combo steel/aluminum flatbed leads the way with a strategic balance of light tare weight and durability to serve the varied flatbed hauling requirements.

Future

As an objective, Utility Trailer strives to build strong, lightweight trailers. In an effort to ensure the current flatbed model is meeting the current needs and specs of customers, a flatbed field survey is now being conducted. Results will contribute to a flatbed product review/re-design initiative, designed to improve overall flatbed product productivity.

The future looks bright for continued growth in the flatbed segment leading into 2007. Serving industries as varied as agriculture and construction, Utility's flatbeds will continue as a lightweight, high strength product. For a full list



of features and options of Utility's full flatbed product line, visit www.utilitytrailer.com.

The Utility flatbed product line will achieve an all time record level sales in 2006 around 4000 units.

CUSTOMER STORY

Fikes Truck Line, Connecting People with Purpose.

"From point A to point B, loading dock to warehouse, our success depends on our ability to make connections count," says Jerry Davis, Vice President of safety and insurance at Fikes Truck Line.

Founded in 1941, Fikes is one of the oldest trucking companies in Arkansas. Jim Smith President of Fikes Truck Line purchased the company in 1981 beginning with eleven contractors transporting goods within the state.

Today, Fikes is a premier flatbed specialist benefiting from a 48-state operating and

brokering authority, and contracts with qualified Independent Trucking Professionals. Their fleet of independents is equipped to haul with flatbed, drop deck, RGN and side kit trailers. Headquartered in Hope, Arkansas, with terminals in Kentucky and Texas, and sales offices in Tennessee and Oklahoma, they enjoy long-standing relationships with well-known manufacturers across the U.S.

Over the years, they've learned that stability and expansion in the transportation industry takes more than on-time deliveries, competitive rates, a stellar safety record and aggressive

contractor retention programs. The real secret to their success is making people a priority in all of their business interactions.

"At Fikes Truck Line, we don't just deliver goods. We connect people with purpose. It's our vision and the inspiration that influences how we approach every aspect of our business and every person we meet along the way," added Jerry.

Fikes and Twin City Trailer

From the time David Dunn and his partners discussed getting into business together, the

70 Years Strong, Utility of Central California Moving Forward

Continued from Pg. 1

heart of California's farm country, 'The Central Valley', by all appearances would seem foolish. But the stubborn determination, hard work, and a dream to succeed compelled John Markovich to start a business. He became a Utility Trailer dealer.

Today, Utility Trailer Sales of Central California is celebrating its 70th anniversary. "Seventy years is a tremendous milestone. Our relationship began with my grandfather, and it has only gotten stronger through the years. We are gratified to have a business relationship that has stood the test of time, trials and ownership changes," said Craig Bennett. "Congratulations to Bob Wilderson, Mike Sutherland and the entire Central team for their success and achievements." Bennett added, "In an era where it appears that bedrock values are discarded quickly, things that have endured for over half a century stand out. To make something last 70 years requires values that stand the test of time."

"We are proud to carry on the tradition that John Markovich instilled in this company. When Patrick and I bought the dealership, we made the commitment to be a service oriented company. We are noted for our follow-up and attention given to our customers. We believe the main point to our success is based on the Bible verse out of Psalm 127:1 'Unless the Lord builds the house, they labor in vain.' We are about doing the best by our customers," mentioned Bob Wilderson. "We also pride ourselves in the loyalty



Utility Trailer Sales of Central California is located on a 27-acre site in Lathrop, California

and experience of our team. For example, we have a team of 8 salespeople, 4 of whom have over 27 years experience selling Utility."

Strategically located in the heart of California's \$20 Billion agricultural industry, Utility Trailer Sales of Central California offers a full range of trailer products and services. They are also a Gold Medal Carrier Transicold dealer offering 24/7 emergency refrigeration service. Mike Sutherland noted "Our service plan aggressively seeks repair and maintenance work from small and large fleets, and offers quick repairs for drive-up customers. We provide comprehensive

trailer repair including painting and refrigeration repair."

Headquartered in a new 50,000 square foot facility on a 27-acre site in Lathrop, California, the company also plans to invest in a new facility in Fresno. Their new facility is located at: 12608 Harlan Rd. in Lathrop, California 95330. You can contact them at 209-237-2001 or on the web at www.utilitycc.com.

people at Fikes Truck Line were very supportive. "Fikes already had a relationship with Twin City and believed in us," says David, "Just one month after the purchase, they introduced us at their annual Fall Festival and welcomed us into their family."

Operating out of Texarkana and Little Rock, Twin City Trailer is a full-service Utility Trailer sales, services and parts dealership. The company has an exclusive trailer leasing program for Fikes' contractors.

Twin City is also a participant in the Fikes Fall Festival. They are the proud sponsor of the

trailer giveaway - donating the grand prize, a 48-foot Utility trailer. Contractors earn chances to win the trailer based on years of service and by recruiting other contractors.

"Fikes has been very loyal to our company," says David. "We watch each others backs on safety and equipment requirements. Together, we can provide the best possible product and service for the Independent Contractor. Fikes provides licensing and insurance while we take care of the paperwork and leasing options. They truly care and when you are a part of their family, you're in the family."



From Right to Left
Richard Brazell - Twin City Trailer, Danny Golden - Twin City Trailer, Jim Smith - Fikes Truck Line, David Dunn - Twin City Trailer, Kelly Andrews - Fikes Truck Line, Jerry Davis - Fikes Truck Line

Abuse on the Test Track Helps Utility Design Safer Products

Reprinted from *Fleet Owner* – June 2006

It's a staple of almost every Mid-America Trucking Show: Jeff Bennett, vp-engineering for Utility Trailer Manufacturing Co., opens his laptop to play the most recent video of the destructive testing his family's products must go through.

The test track Bennett designed literally tortures Utility trailers — from the dry vans and reefers to the flatbed and curtain-sided Tautliner units — to the point of failure.

A modified yard tractor pulls them around a quarter-mile track littered with bumps, ruts, swales, cobblestones, potholes and any number of rough-and-tumble obstacles, while weighted blocks within or on top of the trailers themselves stress the walls and decking to the extreme.

Bennett estimates that about 100 laps around the track is the equivalent of a year of trailer life on the road.

Digital video cameras and tachographs record all the action on two different levels. One documents the “visual” results, while the other records the physics of what's happening and how it impacts the unit for later analysis.

“Even with a high shutter speed camera, there are always things you can't see, such as how bulges that occur in the sidewalls of a trailer create waves of force that put stress on other components,” Bennett points out. “There are just thousands of little details to look at.”

Bennett goes over the battered wreckage with a fine-tooth comb to determine how those stresses and strains affect not only Utility's designs, but also the components it uses to build them.

“Destructive testing is critical in this business because it tells us how a trailer ages and what happens to all of its components over its expected

life cycle,” he explains. “You can do some destructive testing in the lab, but that won't come close to replicating what a trailer experiences over its lifetime out on the road. You need to really twist and bang and vibrate those trailers under heavy loads so you can see how all of the forces involved affect the complete unit and its individual components.”

Utility puts its products through the torture procedures on the test track to find out more than just how far they have to go to make trailer components fail. More importantly, they want to find out how they fail. “We need to know the

“Destructive testing is critical in this business because it tells us how a trailer ages and what happens to all of its components over its expected life cycle,”

mode of failure for every piece on a trailer ...Is it a catastrophic failure, the kind that causes the entire trailer to lose structural integrity? Or is the impact very minor?” Bennett asks. “It's a safety issue.”

“What I really like most about the destructive testing process is that it makes the invisible visible,” he points out. “It's like a time machine, allowing me to leap ahead 10 or 12 years into a product's lifespan and see how well the design and its components hold.”

“Because I am an owner in the company,

I've had the unique opportunity to cross all the boundaries within our company, to work in almost all the departments, to get a better understanding about what we do and the customers we serve,” Bennett explains.

“That experience influences the testing process. I know how what we do on the test track influences all the other segments of our business and its connection with the customer,” he continues. “It's kind of like how all the components within a trailer affect its final shape and structure.”

The testing process itself is not static. Bennett is currently exploring the possibility of subjecting trailers to corrosion tests as they circle the torture track. “The wider use of magnesium chloride to clear snow and ice off the roads in the winter can really hit you upside the face in terms of trailer corrosion,” he points out. “So we're looking at ways to test the long-term impact of such chemical exposure out on the track, to see how that impacts component performance over time.”

Bennett isn't bashful about enjoying the torture tests he devises, but he's deadly serious about why it needs to get done, and done right, in the first place.

“You have to do your due diligence on every piece of material on that trailer before it goes out on the road, because it's going to be spending years rolling next to families heading out on vacation or commuters going to work every day,” Bennett emphasizes. “When something fails on a test track...it gives you a chance to see why and how it failed, so you can correct a potential issue before it ever gets near a highway.”



Preparing For Success - The New Sales Seminar

This past June 14-16, Utility held its biannual New Sales Seminar at the Meadowview Marriott in Kingsport, Tennessee. This meeting is designed for trailer sales personnel who have joined the Utility Dealer Sales force since the last full Sales Meeting. "This seminar provides an opportunity for these new sales associates to get product training and sales process training from Utility factory staff, and lays the groundwork for their success," said Chuck Cole, Manager of Training and Technical Sales Support.

Over thirty dealer salespeople from the US, Canada and Mexico representing some eighteen different Utility Trailer Sales locations, attended the meeting, as well as new personnel from the Utility Corporate Sales Administration Department. In addition to Chuck Cole, the presenters at the

meeting were: Steve King – Eastern Division Manager, Mark Beecher – Southwest Region Manager, and Brett Olsen – Marketing Services Manager.

Training covered the three main product categories: refrigerated trailers, dry van trailers and flatbed trailers. Utility's design advantages and benefits were covered in three-hour classroom sessions. The highlights of the seminar were the manufacturing facility tours on Thursday. The attendees had the opportunity to see the Glade Spring, Virginia dry van plant in the morning, eat a catered BBQ lunch with some of the plant management, and then visit the Marion Virginia reefer plant in the afternoon.

Special thanks to Jack Washburn, Plant Manager, and Sam Cassell, Plant Superintendent



Chuck Cole discusses product features

in Glade Spring and to Brad Starky, Plant Manager, and Bill Weaver, Human Resources Manager in Marion, as well as all the work force of these two high quality manufacturing facilities.

Utility's Great Presence at



Utility Trailer Manufacturing had a 50' x 60' booth at this year's Great American Trucking Show in Dallas, Texas. The booth featured 3 - 53' trailers and stood above other major trailer manufacturers.

Riding the momentum of this year's Mid America show, the Great American booth featured the 3000R reefer featuring Alcoa's new Translite exterior panels, a drop deck flatbed that

displayed the entire flatbed product line, and the 4000D-X with striking graphics of the "Raising the Standards" campaign.

Tradeshows like Mid America and Great American Trucking Show are great venues to reinforce the Utility brand to owner operators and fleets, and introduce potential customers to our product line.

For the dealer, the show hosts 45,914 visitors from around the nation, existing customers, and potential new customers. Dealer participation at this show included Dallas, Houston, Nashville, Tennessee and Monroe, Louisiana.

Utility would like to encourage dealers and their customers to make their way to a trade show to see the latest products and innovations from Utility Trailer. "It is a great way for dealers to build relationships with their key customers and develop new opportunities with potential customers," said Brett Olsen, Marketing Services Manager.



Left to Right: Ed Chambless, Brett Olsen, Bobby Odom, Richard Torres, Bobby Ojeda, Jerry Armitage



Tradeshows like Mid America and Great American Trucking Show are great venues to reinforce the Utility brand to owner operators and fleets.

Big Sky Has Expanded

Big Sky Utility Trailer Sales completed a comprehensive expansion this past July. They added 5 inside bays and 1 outside bay with over-height and over-width doors, a ventilation system, in-floor heating, and a color light metered backing system. The expansion added 10,000 square feet and grew the facility to 24,000 square feet. A new showroom, parts center and a conference and training center have also been added.

"We doubled our capacity to do wreck repairs. In addition, we have hosted more training on-site, rather than offsite for parts and service centers, keeping ahead of the competition with

facility, personnel and location," said Bill Davies, President of Big Sky.

"We will continue to be Montana's leader in sales, parts, and service. We pride ourselves in the caliber of employees we recruit, train and maintain. It is easy to be on the top when we have a quality product and team to support our customers. We look forward to many more successful years of growth as Utility Trailers in Montana. We want our customers to be happy, productive, and efficient leaders in their industry. We want to be their first source. Nothing less. When they are the best, so are we."

The expansion added 10,000 square feet and grew the facility to 24,000 square feet, including a new showroom, parts center and a conference and training center.

They are located at 6428 South Frontage Rd. Billings, Montana 59101. You can contact them at (406) 652-2330, or email at info@thermokingutility.com.



Fort Wayne Dealer Grows By Exceeding Expectations

Utility Trailer Sales of Fort Wayne opened its doors January 1, 2000. Relatively young, the company has the right idea about what it takes to succeed for the long haul. From day one its promise has been to "interact in an honest, fair, open and respectful manner with employees, business partners, customers and the local community."

As a result of this commitment to integrity and being the best, Utility Trailer Sales of Fort Wayne has experienced tremendous growth. They recently completed a new 30,000 square foot facility dedicated to truck and trailer sales, service and aftermarket parts. "We are growing because our mission is to continually exceed our customers' expectations. Everything we do is with the purpose of keeping a customer for life,"

said Dave Roemer, General Manager. "We are a full service dealership complete with a large inventory of both tractors and trailers, and a 12 service bay facility."

They are located at 12010 Declaration Dr., New Haven, Indiana 46774. You can find them off of Highway 306 at I-469 in Fort Wayne.



A New Presence Added In Mexico

Utility Trailers Del Pacifico S.A. de C.V. began operations June 1st and plans an Open House at the end of October. Beginning with 6 employees, they plan to add 5 salespeople over the next 6 months. Located near Guadalajara, it gives Utility a greater presence in the Pacific Coast Region

and greater opportunity by providing solutions to a growing transportation industry in Mexico. The 8,000 square foot facility is a center for new and used trailer sales, financing, maintenance, and a complete line of parts.

Utility Trailers Del Pacifico, S.A. de C.V. is located at Av. Colon No. 4273-B Nueva Espana, Tlaquepaque, Jalisco 45608 Mexico.

They can also be contacted by phone at: 011-523-33-124-1550 or by fax at: 011-523-33-124-1560

Utility Initiates Parts Council to Keep Focused on Dealer's Needs

In the ongoing effort to remain the best dealer network in the industry, a Dealer Parts Council has recently been established. As Michael Wiessinger, Parts Operations Manager at Badger Utility, and acting Chairman of the Dealer Parts Council stated, "The goals for the Council are to promote the strengths of the Utility Dealer Network and Aftermarket Parts Division, identify and help address any weaknesses in the Network, and together, to become a force second to none in the Aftermarket Heavy Duty Parts Industry."

Comprised of representative dealer parts managers from seven Utility dealers, as well as Utility corporate and Aftermarket management, the first Dealer Parts Council meeting took place this past June at the Pacific Palms Conference Center in the City of Industry, California.

Michael Moore, Utility Aftermarket Parts Director, opened the inaugural Dealer Parts Council meeting. During his opening remarks he pointed out that "Utility's success is based on our ongoing commitment to meeting the needs of our dealers."

Hal Bennett, President Utility Trailer Manufacturing Company, shared Mr. Moore's view on the importance of "providing a formal feedback mechanism to corporate and the company's dealer network to ensure that organizationally Utility is paying special attention to the evolving requirements of the parts and service areas of the dealership."

As this Council achieves its goals, it will make the dealer network stronger, by sharing best practices, improving customer service and being more profitable.



Michael Wiessinger - Parts Operations Manager at Badger Utility and Acting Chairman of the Dealer Parts Council

- The goals for the Council are:**
- 1) To promote the strengths of the Utility Dealer Network and Aftermarket Parts Division.**
 - 2) Identify and help address any weaknesses in the Network.**
 - 3) Together, to become a force second to none in the Aftermarket Heavy Duty Parts Industry.**

PRODUCT ANNOUNCEMENTS

Every year, Aftermarket Parts continues to add quality truck products to their already extensive line of over 100,000 HD truck & trailer parts. "We have added two new product lines to our list; Hendrickson Truck Bumpers and Liner Systems Truck Bed Liners" said Michael Moore, Utility Aftermarket Parts Director. "Hendrickson is a quality manufacturer of aerodynamic metal bumpers and Truck Bed Liners is a leader in thin lightweight trailer liners."

 **Truck Bumpers**

 **Truck Bed Liners**



UPCOMING SPECIALS:

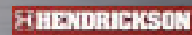
October Special:



November Special:



December Special:



www.utilitytrailer.com/parts

The parts you need from a name you trust.



© 2006 Utility Trailer Manufacturing. All rights reserved.

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**.

Next Issue:
2006 Dealer Meeting



The First Name In Trailers

UTILITOPICS

The Quarterly Publication for Top Utility News



PRODUCT STORIES

Flatbed Trailers 1

TECHNOLOGY

Torturing Trailers on the Test Track 4

TRAINING

New Salesmen Meeting 5

DEALER STORIES

Central CA's 70th Anniversary 1

Fort Wayne, Indiana 6

Billings, Montana 6

Guadalajara, Mexico 6

CUSTOMER STORY

Fikes Truck Line 2

AFTERMARKET PARTS

Dealer Parts Council 7

EVENTS

Great American Trucking Show 5

OTHER

Utility Joins the ATA 1

CONTENTS

70 Years Strong, Utility of Central California Moving Forward

Page 1



UTILITY TRAILER MANUFACTURING CO.

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

Presorted
Standard
U.S. Postage
PAID
Arcadia, CA
Permit # 436