

# UTILITOPICS



The First Name In Trailers®

## NINE YEARS, 100% UTILITY

Coastal Pacific Xpress builds entire fleet around Utility 



### **STRONGER, LIGHTER**

New 4000D-X® Composite™  
a Cost-Effective Design



### **NEVER FORGET**

New Jersey Dealer Supports  
9/11 Memorial Trailer



### **PRIDE & POLISH**

A Utility Trailer Takes First in  
Pride & Polish Beauty Contests

## SIDEWALLS, SIDE-BY-SIDE

**4000D-X**  
COMPOSITE™

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## UT GEAR OPEN FOR BUSINESS!



Shop 'til you drop! All that great UT GEAR is now available from Utility's new online company store. It's the place to go for the latest in great apparel and cool gadgets or promotional products.

Point, click and add to your shopping cart everything from writing instruments to bags and totes, and a whole lot more. Browse our six categories — Apparel, Headwear, Leisure, Golf, Collectibles and Must Haves — for a quick and easy way to find great items for your employees, promotional events, and that gotta-have gear just for you. We can also fill custom orders for both Utility and dealer logo items. ➔

## QUALITY PARTNERSHIPS

### Bendix and Utility Trailer form strong bond

- Making high-quality products
- Providing outstanding customer service
- Advancing safety technology

**If there are two companies on the road right now who share these passions, they are Bendix and Utility. So it's full speed ahead on a multi-year relationship.**

"We came to recognize Knorr-Bremse, the European affiliate of Bendix, as a global leader in the heavy duty industry," says Craig Bennett, Senior Vice President of Sales and Marketing, Utility Trailer. "We saw those same qualities in Bendix through its development of North American trailer products; many of those products offer great synergies to our customer base running Bendix-equipped trucks."

Joe McAleese, Bendix President & CEO, shares Bennett's enthusiasm. "Our relationship with Utility demonstrates our

permanent commitment to advancing highway safety for the tractor trailer industry," he explains. "Our customers demand the best solutions and we are providing them."

McAleese added, "We've made an extensive investment in the manufacturing and testing of our trailer technology that will enable us to stay aligned with our long-term objective of becoming a provider of superior solutions for the trailer market."

The partnership is a win-win for Bendix and Utility, as well as for customers and dealerships, since Bendix will be offering a 5-year limited warranty on its products available through Utility's aftermarket parts and dealer network.

Having met at the intersection of quality and service, Bendix and Utility have hit the road together sharing their message of advancing active safety technologies on trailer models at this year's industry trade shows. Both industry leaders look forward to a rewarding relationship over the long haul. ➔

<p><b>1914</b> E.W. Bennett and H.C. Bennett, brothers, purchase a small wagon company; mark the beginning of the trailer building business</p>	<p><b>1932</b> Introduced the first use of the elliptical spring running gear</p>	<p><b>1936</b> Invented the first shockless, air operated pintle hook for doubles operation</p>	<p><b>1944</b> First manufacturer in the West to build frameless trailers</p>	<p><b>1963</b> Developed the Trans-Spring converter dolly to pull trailers in tandem</p>	<p><b>1969</b> Built the largest reefer plant in the world — a new automated refrigerated van manufacturing plant in Clearfield, Utah</p>	<p><b>2003</b> Dealer network surpasses 100 locations throughout the USA, Canada, Mexico and South America</p>	<p><b>2009</b> Utility Trailer Manufacturing Co. — 95 years strong</p>
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# MERGING VALUES: UTS OF UTAH AND GODFREY TRUCKING ENJOY SYNERGISTIC RELATIONSHIP

## Godfrey Trucking of West Valley City, Utah and Utility Trailer Sales (UTS) in Salt Lake City have a lot in common.

Godfrey Trucking takes pride in establishing and maintaining a sterling reputation. Their business model requires a sparkling image, consistently polished by their outstanding service and careful handling of special loads. Demonstrating their concern for quality, Godfrey runs high-end equipment that looks good and works hard.

Enter Utility's 4000D-X® trailers. Outside, polished, stainless steel rear doors that

reflect a focus on quality. Inside, strong, durable walls.

"Utility Trailer's reputation for quality, durability and ease of use dovetails nicely with Godfrey Trucking's reputation for high quality, on-time delivery and specialized service," says Mike Deputy of UTS.

The dealership's Barry Hansen recalls the D-X sale. "Scott Godfrey, President of Godfrey Trucking and a longtime customer, hadn't used Utility products for a while. Then I introduced him to the new D-X trailer and pointed out the benefits. This is a high-end trailer, and Godfrey is a high-end company;

very image conscious. The D-X was ideally suited for their business."

Part of our discussion centered on perception versus reality. "Scott was under the impression that the vertical logistic posts were lighter gauge than the competition. I ran over with the calipers and showed him that the posts are the same 14 gauge, and the posts on the D-X are actually a half-inch wider and stronger than the competition."

Godfrey was sold. Today, the company runs a fleet of D-X model dry vans, along with straight deck flats. A recent purchase added two drop deck flats — 53 feet long with sliding rear and fixed forward axles. ☺



Scott Godfrey,  
President of Godfrey Trucking

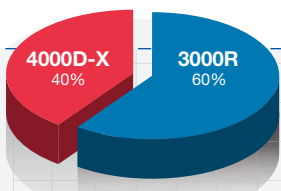
# QUALITY IS FIRST PRIORITY FOR DEDICATED LOGISTICS



**Dedicated Logistics, Inc. (DLI), headquartered in Minnesota’s St. Paul area, recently purchased more than 50 dry vans from Allstate Sales & Leasing, located in Blaine, Minnesota.**

According to the dealership's General Manager, Ty Kline, the reason for the sale came down to product quality. Explains Kline, "The biggest deciding factor was value. Utility trailers aren't the cheapest, but they're the best. DLI's business of hauling building materials and heavy automotive parts — sometimes in shuttle runs — is abusive to trailers. So durability and increased productivity was definitely top-of-mind."

The slightly circuitous route to the sales office began in the service department. "I introduced myself on the service end, with suggestions for spec changes to DLI's existing trailers," adds Kline. It was only a matter of time before DLI became convinced — and literally sold — on the quality of Utility products. To date, DLI has not only purchased fifty-six 4000D™ dry vans, but has also acquired a combination of thirty 2000A™ and 4000A™ flatbeds. ➔



## NINE YEARS, 100% UTILITY

**It's not often a relationship works out 100%. But in the case of the partnership between Coastal Pacific Xpress, Inc. (CPX) of Cloverdale, B.C. and Utility dealer Ocean Trailer of Coquitlam, B.C., it's been a smooth road — one that has led to a 100% Utility fleet.**

It began about nine years ago, when Ocean Trailer President Sid Keay first started working with CPX. "They had a mixed fleet," recalls Keay. "They wanted to update it with all new trailers and a uniform spec — they are

a high-spec customer. We were the ones who could deliver the quantity and quality they were looking for."

Keay's dealership bought CPX's entire fleet and replaced it with new Utility products, using a 36- to 48-month lease program that afforded flexibility and the ability to get shiny new Utility trailers on the road immediately.

Flexibility wasn't only a factor in the purchase of the Utility trailers — it was also important in the trailers themselves. CPX has long been a transporter of fruit, vegetables and other produce from Los Angeles, the Mexican border and the southern United States to locations in Western Canada. More recently, CPX has

also been shuttling paper goods. One type of haul — long trips with produce — calls for reefers. The other type of haul — paper goods to regional stops — necessitates dry vans. CPX could get both, spec'd to their requirements — through Ocean Trailer.

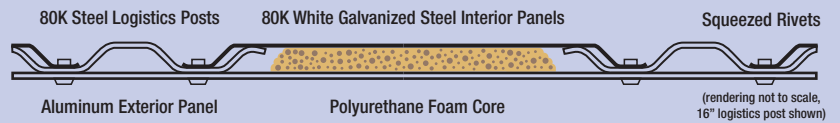
"CPX has added a whole bunch of special vans for their paper runs," says Keay. "Today, CPX has about 200 dry vans and about 400 reefers. They like the quality and durability of Utility trailers, whether it's the 4000D-X® or a 3000R® trailer."

CPX must be pleased indeed: Again, 100% of their fleet is Utility. Says Keay with pride, "CPX has been very loyal to us and to Utility Trailer." ➔



# SIDEWALLS, SIDE-BY-SIDE

A comparison of Utility's 4000D-X® Composite™ against the competition shows Utility as the exception.



**For weight reduction – which translates into cost reduction – there will be nothing on the road like the 4000D-X® Composite™ – once production begins in January 2009.**

Introduced to trade media at Mid-America and at the Great American Trucking Show in Dallas, the new dry van design offers a patented sheet and post design with an edge: high-density polyurethane foam, the same foam technology pioneered in Utility's #1 Selling 3000R®

The brainstorm of applying the benefits of that technology to dry vans is something of a revelation. "As the largest manufacturer of refrigerated trailers, Utility is applying its expertise in reefer technology to dry vans," says Jeff Bennett, Vice President Engineering. "Our polyurethane core is the main difference from our competitors, who use high-density polyethylene cored sidewalls."

**Polyethylene, polyurethane – so what's the difference?** "The primary advantage in using polyurethane over polyethylene is that polyurethane has a much lower density. This translates into lower-weight trailers," explains Bennett. "The other source for weight savings comes from the structural benefit of having a bonded exterior skin and interior lining. This composite wall allows for the use of an .040 aluminum sheet of exterior skin, which reduces weight, and improves productivity."

The first D-X innovation was inspired by customers who wanted a better alternative to plywood lining. Utility Trailer developed the Snag-Free™ 80K steel lining with squeezed rivets, making the 4000D-X® the lightest weight contender in the thin wall segment, by a minimum of 400 lbs. spec for spec. The composite wall, which is the latest in

the continuing evolution of the D-X design was led by Bennett. He has made the D-X an example of Utility's drive for continuous improvement.

Greeted with much enthusiasm and fanfare, the new 4000D-X® Composite™ will roll into production this January at Utility's plants in Paragould, AR and Glade Spring, VA. ☺

## THE DESIGN EVOLUTION OF THE D-X

### Winter 2000

After extensive R&D testing, a new 101" interior width option for the standard plywood dry van model premieres.

### Fall 2002

Further enhancements bring inside width to 101¼" while saving 53 lbs. of weight. The product is named D-X.

### Winter 2002

D-X100 option is developed to offer the steel lining with a stiffer wall, especially useful for wall-bearing and logistic-intensive loads.

### Summer 2003

Both D-X options use white, pre-painted steel linings, improving interior appearance and illumination.

Weight savings initiative for D-X101 saves 447 lbs., making the D-X101 only 172 lbs. heavier than a traditional plywood-lined trailer.

### Fall 2004

80,000 GVWR option for D-X100 is released.

### Spring 2006

Base-model dry freight trailer is converted to the D-X101 design.

### Summer 2007

The 4000D-X® dry van makes Utility Trailer the first trailer manufacturer to offer a qualifying model certified by the EPA as a SmartWay® trailer.

### January 2009

Composite side wall trailer introduced, which uses polyurethane foam technology benefits pioneered in the #1 Selling 3000R® ☺



## DEALERSHIP GROWS IN THE AGRICULTURAL HEART OF CALIFORNIA



Located in Fresno off Highway 99, a major agricultural route, Utility Trailer Sales of Central California is growing.

No wonder: In the last decade, the dealership sold over 15,000 trailers, demonstrating its success in offering both great products and outstanding service.

“We are proud to be one of the oldest and largest Utility Trailer dealers in continuous

operation since 1936,” says dealership President and CEO, Mike Sutherland. “We are continuing to invest in serving our customers.”

The expansion is now well underway, but before breaking ground, Sutherland and his team posed some important questions: Revamp or rebuild? Move or stay put? Explains Sutherland, “We evaluated our options and decided to combine our two lots, demolish the sales office, construct a new 46,000-square-foot building, move in and then demolish the old office and construct additional storage.”

The final design optimized use of the land by positioning the new building so that it offers easy access for big rigs and room to store over 300 trailers. Other highlights include conveniently located equipment sales offices,

updated technology that provides the sales team with automated inventory listings and internet access for other equipment sources, and satellite television in the service department waiting area.

Sutherland is pleased not only with the facility’s added creature comforts, but also with its promise of enhanced service. “The shop includes a new 70-foot heated paint booth, frame straightening rails in the floor and state-of-the-art T-5 high bay lighting,” he says. “There will be a total of 18 bays, 14 of which are drive-through. New tooling includes scissor lifts for safe and efficient repairs and inspections.”

Phase one of the \$7-million expansion is projected to be complete by this Thanksgiving. The entire project is slated to be finished by February, 2009. ➔



## SHOW-ME STATE DEALERSHIP: OZARK UTILITY **DOUBLES** SIZE AND CAPACITY

Adopting a construction practice common in places like New York and L.A. – build up rather than out – Ozark Utility of Springfield in the Show-Me state of Missouri has doubled its square footage by adding a second story to its dealership building.

The expansion was prompted by Ozark Utility’s goal to provide improved service to its customers. “To offer better parts selection and pricing, we needed a parts showroom, rather than just a retail parts counter,” says the dealership’s Owner, Estel Brackett.

Customers are also enjoying the benefits of double the number of service bays – six bays are now 12 – providing quicker turn-around. Two old bays

have been converted into a parts warehouse, again to improve parts availability and pricing.

It’s been a long road. The expansion began in October of 2007 and was just completed this past August. Ice storms and an unusual amount of rain pushed the completion out farther than planned. “The 50-year average annual rainfall for Springfield is 20 inches,”

says Brackett. “During January through June, we got 44 inches alone, which put us behind by about 60 days.”

The wait was well worth a few extra raindrops. Employees now have a larger space, and therefore an improved ability to work and collaborate, while customers enjoy even better parts and service departments. ➔





# NEW JERSEY DEALERSHIP HELPS GET 9/11 MEMORIAL TRAILER BACK ON THE ROAD

**An event like the attack on the Twin Towers on 9/11 has a way of bringing people together, even years later.**

Early in 2007, Vince Nastri, Service Manager at Utility Trailer Sales of New Jersey, got a call from Mitch Mendler. As a San Diego firefighter and President of World Memorial, a non-profit organization formed to help pay tribute to those lost on that unforgettable September day, Mendler had a favor to ask: What had been dubbed the Memorial Trailer was in need of repair, and there were no funds to pay for it.

A 1971 Utility dry van previously donated to the New York City Fire Department had been decal'd with poignant words, images and the names of all those who perished on 9/11, including the planes, Pentagon and World Trade Center. The trailer now serves as a moving tribute — literally — to the devastating losses that day.

The trailer has traveled the country from its home base at the New York Fire Department Training Center on Randall's Island in New York, hauling fire hoses and other equipment to fire departments in need. But in order to continue making its rounds, the trailer required extensive service.

Sympathetic to Mendler's cause, Nastri, along with the New Jersey dealership's owner Larry Dwyer Sr. swept into action. Before work could start, the trailer had to be transported from New York to New Jersey. The fire department didn't have the resources to make it happen, so Nastri made a call to Nick's Towing of Rutherford, New Jersey. The company gladly donated the tow, which would have cost about \$2,000.

It was now on to getting the parts and making the repairs. Nastri contacted Utility's corporate office. Says Nastri, "They jumped right on board. Whatever we needed, Utility would supply."

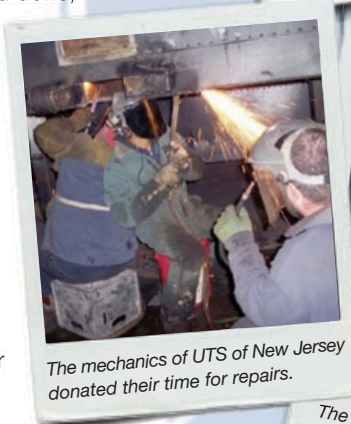
Over a period of several weeks, employees of the New Jersey dealership donated their

time, working weekends to replace the landing gear and the king pin assembly. Nastri and the mechanics got resourceful in finding no-cost parts, using an almost new set of landing gear from a wrecked trailer they had on site. Other parts were donated by suppliers such as SAF-Holland.

When all was said and done, five employees donated 60 hours of their time and the dealership kicked in 40 hours of company time.

Repaired and ready to resume equipment deliveries to fire departments around the country, the trailer needed first to be returned to Randall's Island. Once again, the dealership's network of vendors, customers and friends heeded the call. Hermann Transportation of North Brunswick, New Jersey, donated the truck time and delivered the Memorial Trailer to New York.

A decal on the Memorial Trailer proclaims, **Never Forget.** Clearly, the owner and employees of Utility Trailer Sales of New Jersey remember 9/11 — and the meaning of support and friendship — very well. ☺



## SPECIAL THANKS

For helping make the Memorial Trailer repairs possible

Utility Trailer Sales of New Jersey Service Manager Vince Nastri, Owner Larry Dwyer Sr. and the entire dealership crew would like to offer special thanks to the following companies for helping make the 9/11 Memorial Trailer repairs possible:

- Hermann Transportation, North Brunswick, New Jersey
- Nick's Towing, Rutherford, New Jersey
- SAF-Holland
- Utility Trailer Manufacturing Co.

Vince Nastri would like to offer a very special thanks to Larry Dwyer, Sr. for donating the shop time needed to make the repairs, and for his enthusiastic support. ☺

# PRIDE & POLISH

## Beauty & Brawn: A Utility Trailer Takes Firsts in Pride & Polish Beauty Contests

**Lately, a Peterbilt truck and Utility trailer combo, called “The Gambler,” is a sure bet to win first place in Overdrive Pride & Polish Beauty Contests.**

At this year’s Great West Truck Show in Las Vegas, The Gambler’s custom paint and mural work won Truk Rodz Best Theme, and at the Great American Trucking Show in Dallas, it took the top slot in Company Combo; Interior, Custom Aftermarket Sleeper; and Combo Custom Paint & Graphics or Mural.

Owned by Doug and Kim Fisher of Transport N Service, located in Ontario, Canada, The Gambler is a muralized, illuminated and chromed wonder. On the truck’s hood is a painted image of Kenny Rogers, with the

signature of the famed singer/songwriter the shining pride of this Pride & Polish winner. “Sure enough that’s a Kenny Rogers signature,” says Doug Fisher. “He signed the hood last September at a concert in London, Ontario.”

The signature is just one of the flourishes that make The Gambler a standout. Murals of a riverboat, trains and galloping horses, all backdropped by an orange-tinted sunset, reveal attention to detail and a reverence for the frontiers of the West. The canvas: A 2007 Peterbilt 379 Legacy and a 2008 Utility 4000D-X®

“I’ve had Utility trailers in the past,” says Fisher. “When I was looking for a dry van earlier this year, Utility came out on top. It was the best buy for the dollar, and I knew it would provide years of reliable service.”

Fisher puts those high expectations to the test. When The Gambler isn’t taking first place at national truck shows, it’s running several thousand miles in a single weekend, hauling loads between Ontario and Nebraska. Says Fisher, “The trailer isn’t just here to look good; it has to work hard, too.”

The Gambler also helps the Fishers support a great cause. On September 20, 2008, The Gambler will join the world’s longest truck convoy to help raise money for the Special Olympics Ontario. Last year, Transport N Service raised over \$6,000, which put them in second place overall. They hope to raise even more money this year.

Here’s to a winning team at Transport N Service, who take pride not only in polishing up their Utility trailer for beauty contests, but also in hitting the road for charity. ➔



**UTILITY TRAILER MANUFACTURING CO.**

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