

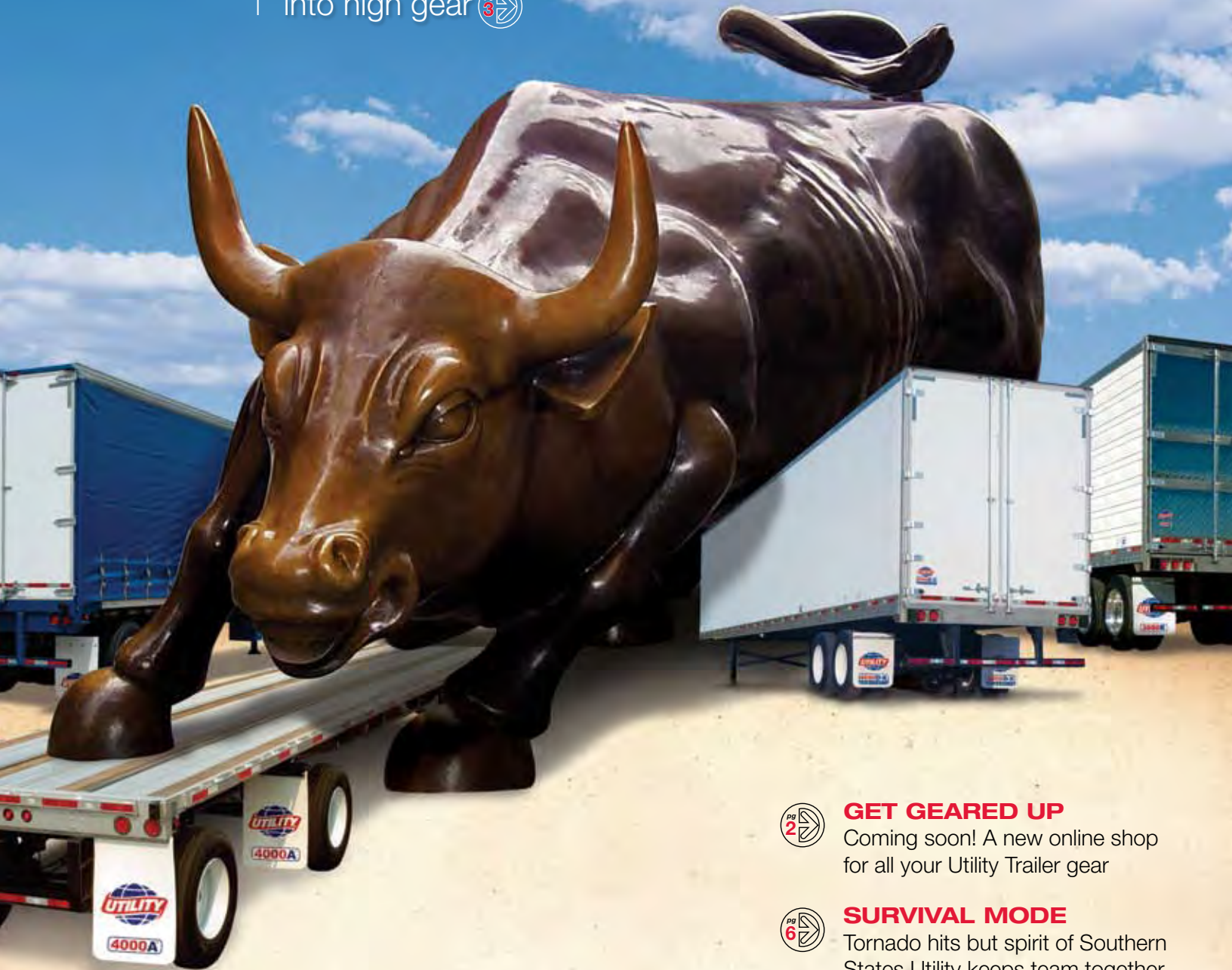
# UTILITOPICS



The First Name In Trailers®

## A BULLISH APPROACH

Marketing efforts shift into high gear 



### GET GEARED UP

Coming soon! A new online shop for all your Utility Trailer gear



### SURVIVAL MODE

Tornado hits but spirit of Southern States Utility keeps team together



### MATS 2008

Look back at the 2008 Mid-America Trucking Show

## SHIFTING INTO HIGH GEAR

Marketing efforts take bullish approach



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## NEW LOOK, NEW THEME

SINCE **1914**  
**SMARTER.  
BETTER.** →

You may have noticed: *Utilitopics* has a new look. It's part of a marketing campaign that we introduced at the Mid-America Trucking Show under the theme **Smarter. Better.**

We're always looking ahead to spot trends in technology, while keeping an eye on customer service. It's our goal to indeed be smarter and better, including in the way we communicate with you.

We hope you'll find our fresh look more inviting and easier to read, with topics that are pertinent to you and the industry, as well as informative and entertaining. While the theme may be new, *Utilitopics* still reflects our nearly century-old dedication to setting the standard in quality and service.

### WE WANT TO HEAR FROM YOU!

Have an idea for an upcoming article in *Utilitopics*? Want to relay information about an event or share dealer news? Contact Antoinette Monreal at 626-935-6745 or [amonreal@utm.com](mailto:amonreal@utm.com). ☎

## GET GEARED UP

Coming soon! Click and shop at our new **UT Gear online store**

**We've been hearing from you that you want logo gear — apparel, golf accessories, writing instruments, calendars, drinkware, bags and totes — and we're listening!**

As part of being "smarter and better" in serving you, we're in the process of launching **UT GEAR**, a new online store, where you can shop for the gear you want to wear, write with, drink from and carry.

For dealers, the store will be especially handy. With just a few clicks, they can

shop for and order supplies for their employees, showrooms, shows and events. Custom orders for either Utility Trailer or dealer logo items will be available, making it easy to promote both the dealership and their relationship with Utility Trailer.

UT Gear online will be a one-stop resource that will keep everyone on the road to getting the gear they need. We'll let you know when the doors officially open, and when they do you'll need to check it out for the UT Gear that's right for you. ☎

<p>One of the first manufacturers to use duralumin metal on an all-welded frame</p>	<p>Built over 3,000 trailers for the war effort; awarded the Army/Navy "E" Award of Excellence</p>	<p>First manufacturer in the West to build frameless trailers</p>	<p>Introduces 10' step brake</p>	<p>Lightweight Superstar™ line of roofers revolutionizes industry</p>	<p>#1 Selling Roofer of its day: 2000R™</p>	<p>The Next Evolution of Flatbeds: 4000A™</p>	<p>Introduces world's foremost convertible van-to-flatbed system: Tautliner™</p>	<p>The Thin-Wall Standard Has Been Raised: 4000D-X™</p>	
<b>1914</b>	<b>1927</b>	<b>1942</b>	<b>1944</b>	<b>1950</b>	<b>1972</b>	<b>1981</b>	<b>1986</b>	<b>2004</b>	<b>2008</b>
Model "O" Utility Trailer builds single-size trailer to accommodate 60 bales of cotton									

# REVVING UP BUSINESS

Now is the time to put marketing efforts into high gear

Whether you call it a downturn or part of the normal business cycle, the economic climate in recent months has not been as positive as we would like.

But as financial planners say about pulling out of the stock market — now is not the time to take your chips and go home. Rather, it's time to invest — in products, in marketing and advertising, and ultimately, in clients and customers. Utility Trailer is meeting the challenge, staying bullish in the marketplace by showcasing quality products and meeting dealers and customers from all over the country.

We have a lot to talk about. There's the next evolution in flatbed design, the 4000A™. There's our new high-strength wall of the 4000D-X® Composite. There's also our mutual commitment with key partners like Michelin® and Bendix® to advance active safety technologies on trailer models. And much more.

And all this news and information about product development can be quickly accessed by you at our newly launched Press Room at [www.utilitytrailer/pressroom](http://www.utilitytrailer/pressroom) (for more information about our Press Room, see page 4).

We are also out in the marketplace in person, mingling with journalists and dealers, and sharing the Utility message of delivering high-performance, high-quality trailers to prospective customers. Here's where we'll be in the coming months. If you plan to attend one of these expos or shows, we hope you'll stop in and see us.

and industry for an exchange of green knowledge and information. In the spotlight will be the industry's first EPA Certified SmartWay® trailer — our 4000D-X®.



**Great West Truck Show,**  
**Booth #2331**  
**Las Vegas, NV — 6/26-6/28**

*It's a sure bet: The Great West Truck Show in Las Vegas will put your senses into overdrive. At Utility's booth in the North Hall of the Las Vegas Convention Center, we'll be touting the benefits of the new high-strength wall of our 4000D-X® Composite. You'll also see displays showcasing fuel-efficient tires from Michelin®, integrated drum brake solutions from Bendix®, and the parts you need from a name you trust — Utility's Aftermarket Heavy-Duty Parts Division.*



**The Great American Trucking Show**  
**Booth #12045**  
**Dallas, TX — 8/21-8/23**

*Nearly 50,000 people are expected to kick up their heels in the aisles of the Dallas Convention Center. More than 600 of the top companies in the trucking industry — including Utility Trailer — will be in the Lone Star State to display their products*

and services. Once again, the high-strength wall of the 4000D-X® Composite will be our product focus, along with the next evolution of flatbeds, the 4000A™.



**The Foodservice Distribution Conference & Expo,**  
**Booth #821**  
**Pittsburgh, PA — 10/12-10/14**

*Here's some food for thought: Why not stop by the Utility Trailer booth and see first-hand a top trailer product for the food service industry.*

## UTILITIDBIT

39,196,761 people visited Las Vegas in 2007; 17,772 of them attended the Great West Truck Show, which at the time was called The Truck Show Las Vegas. Also, the Great American Trucking Show in Dallas is one of the top 50 fastest-growing trade shows in the U.S. and Canada. ↻



**Greening the Supply Chain Conference & Expo,**  
**Booth #504**  
**Sacramento, CA — 6/9-6/10**

*Can trailers be green? We think it can, and many people agree. This two-and-a-half-day event brings together innovators, regulators*



The Wall Street Bull, a 7,000 lb. bronze sculpture, is located near Wall Street in New York City

# KEYWORD BUY PROGRAM DRIVES NEW VISITORS TO DEALERSHIP SITES

Online bidding — not for prized collectibles or low-cost electronics, but for keywords — is part of an online marketing effort to drive traffic to Utility’s dealers.

We analyze how people research and buy products, and in a bidding process much like eBay, achieve a ranking on the search results page where Utility’s name and/or products will appear. It’s a “pecking order,” so to speak, and the higher you are, the better.

What’s exciting about Utility’s online keyword buy program is not only how effective it is in getting the Utility brand name as high as possible on those results pages, but also how

efficient it is in reaching — and converting — potential customers. And all at a much lesser cost than a direct mailer with postage.

A keyword buy program can also be very well targeted. When a person clicks on a link through their keyword search, they are already interested in your product. Rather than blanketing a marketing message via direct mail to a large group of people who are at various points in the buying cycle, a

well-designed keyword buy program captures potential customers’ interest when they are most receptive — when they are actually doing research and nearing a purchase decision.

The proof is in the numbers. Since the implementation of Utility’s keyword buy program, nearly 75,000 new and unique viewers have browsed the corporate website, with some dealers seeing 100 to 200 unique visitors a month driven to their site via the corporate site’s Dealer Locator. ➔

	JAN-08	FEB-08	MAR-08
<b>Total Dealer Unique Visits</b>	<b>7,810</b>	<b>5,075</b>	<b>6,171</b>

## HOT OFF THE PRESS

New Press Room Launched



Click, Browse, Load — this is the promise Utility Trailer delivers with our new Press Room, now posted at [www.utilitytrailer.com](http://www.utilitytrailer.com).

Designed to make it easier for dealers, trade and business media to search and download product information, documents and images, the Press Room is well-organized and reflects the look and feel of our corporate site.

It’s easy to read and navigate. And it’s driven by a flexible architecture that will allow us to make rapid content changes so you’re always in the know. Rotating at the top of the page will be the three latest company press releases, highlighted by a product image, headline, and the first two sentences of the news announcement. A simple click on the image takes you directly to the press release for more information.

Lined up in a convoy on the right column of the Press Room home page are images of our trailer category products. Again, with a click of the mouse, you’ll get more information on that product, including features/benefits and a photo gallery for downloading images.

For announcements about where we’ve been and where we’re headed, two sections — Latest Press Releases and Latest Company News — are convenient starting points, guiding visitors to pages that tell the whole story. Check out our 94-year historical timeline for our long list of industry achievements.

We look forward to getting plenty of traffic in our new Press Room. Take some time and explore. If you come across a glitch or omission — or if you want to send us a comment about the new Press Room website — please e-mail us at [info@utm.com](mailto:info@utm.com). ➔

Easy to navigate and check full of information: Utility Trailer’s Press Room is up and running.

# DUNN GOT IT DONE

How a Utility Trailer visionary solved the trailer-sway problem

At times you could see them snaking, whipping and wiggling. No, it wasn't the latest toy on the market but how commercial trailers handled the road a long, long time ago.

An inventor and employee of Utility Trailer considered this problem his personal challenge to solve, and he did. Fred P. Dunn, who worked for Utility Trailer for over 40 years beginning in 1922, invented the shockless pintle hook.

As a newspaper article of some years ago stated, "His invention revolutionized attachments by which a trailer was hitched onto a truck. Before his invention, the trailer coupler eye rattled and banged about because of free play between the trailer coupler eye and pintle hook. He devised an air actuation which 'snugs up' to the coupler eye, and keeps it always in contact so that no rattle or noise, or 'play' is experienced."

Dunn's invention was awarded a patent and, practically overnight, became standard trailer equipment. Utility manufactured the shockless pintle hook initially and, once the patent expired, other companies came on board with variations. The problem-solving hook was soon being utilized by virtually everyone in the commercial trailer industry.

Glendale Man Solves Trailer-Sway Problem



Utility Trailer's Shop group in the bed of the Utility Trailer Sales Co. tow truck, 1931. Behind it is a 1930 6-wheel solid tire trailer. Fred Dunn is pictured second from the left.

Dunn's daughter, Diana Walker, was kind enough to share some personal memorabilia with us. In her letter to Utility Trailer, she writes, "I can imagine that my father would be pleased to know that these letters and pictures will be preserved as part of the history of Utility Trailer."

Utility Trailer is pleased to be a part of the Dunn family history (Ms. Walker worked in Utility's accounting department in the summer of '62) and is infinitely proud of Mr. Dunn's contributions not only to Utility Trailer, but to the industry. ☺



Above: The Army-Navy Production award was presented to Fred P. Dunn in January, 1945.

Left: Fred P. Dunn's retirement dinner, 1960.

## NEITHER SNOW...NOR RAIN...NOR TORNADO WINDS WILL STOP SOUTHERN STATES UTILITY TRAILER



On Friday, April 4, at approximately 12:30 pm, one of several tornados to touch down in the South ripped through the Jackson, Mississippi branch of Southern States Utility Trailer Sales, Inc. Aaron Smith was there that day, along with several employees and customers.

"I was working in the upstairs office," Smith recalls. "The sirens went off, but not much before the tornado hit. We all scrambled to find shelter, some of us in hallways, others under desks and furniture. The mechanics out in the shop tried to close the rollup doors, but the wind came up too strong."

When it was all over, Southern State's sign and fence went down, nearly eighty percent of one side of the dealership roof was gone, most of the roof of the shop had been shorn off, and power lines were snapped.

To imagine continuing business under these circumstances might seem unrealistic, if not a little daft. But when a tornado tears apart the physical structures in this close-knit town, the spirit of the community holds things together.

Within hours, Percy Thornton, owner and president of Southern States Utility Trailer Sales, had worked out a plan with Jerry Swanson of Empire Truck Sales, the local Freightliner dealership. Thornton and Swanson had a good relationship, which went a long way in smoothing out the rough road to re-opening. Smith explains, "Empire Truck Sales had a building they were using only a part of. In no time, Percy and Jerry reached an agreement for us to move in."

By Saturday night, Southern States' computer system was up. By Sunday, the phones and all the computers were working. By eight o'clock Monday morning, the dealership was open for business at their temporary location.

"It was a long weekend," Smith says. "But there was lots of cooperation. Employees came to help, not only from this branch but also from the other Southern States branches. Family members and church patrons pitched in too. With a lot of help, we pulled through.

It will be a year or so before Southern States' buildings will be repaired. In the meantime, they welcome customers at their temporary digs at the Empire Truck Sales location. ☺

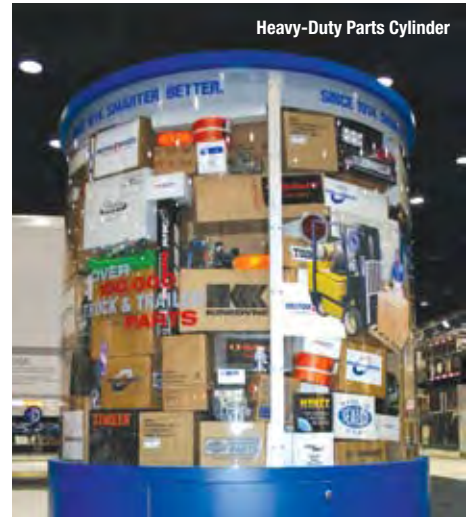


# MID-AMERICA TRUCKING SHOW

Scenes from the annual convention held in Louisville, Kentucky – March 27-29, 2008



3000R<sup>®</sup> Reefer



Heavy-Duty Parts Cylinder



4000A<sup>™</sup> Flatbed



4000D-X<sup>®</sup> SmartWay<sup>®</sup> Trailer



Press Conference

## TWO BIG BRANDS ON PARADE

Wave hello to the first Ashley Furniture show trailer making its way down the streets of Arcadia, Wisconsin – home to Ashley Furniture – during the city's Annual Broiler-Dairy Days parade held this past Memorial Day weekend.

Ashley Furniture Industries, Inc., the #1 selling brand of home furniture in North America, teamed up with Utility Trailer, the world's leading producer of strong, light weight trailers, to create one showstopper of a trailer. The new Utility 4000D-X® sports a special reflective 3M decal, giving Ashley Furniture a striking presence at the parade.

Three other 4000D-X® dry vans will be decaled as well, creating a line of four Utility show trailers to roll out at Ashley store openings and promotions.

According to an Ashley spokesperson, everyone from the furniture company's transportation department was very pleased with the fit and finish of the Utility show trailer – and also happy with the trailer's timely delivery.

With a honk and a wave, it's goodbye for now. See you at the next Ashley Furniture event! ☺



### COUNT THE SMARTWAY®S AND WIN!

How many times did you see the word "SmartWay®" in this issue of *Utilitopics*? E-mail Antoinette Monreal at [amonreal@utm.com](mailto:amonreal@utm.com) with your answer – the first ten e-mail submissions with the right number will win a genuine die-cast Utility trailer model!



The First Name In Trailers®

**UTILITY TRAILER MANUFACTURING CO.**

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