

SUMMER 2011

UTILITOPICS



Utility continues to lead the way in engineering innovative products 

The First Name In Trailers®

Nothing is
built like
a Utility®



REEFER **3000R**



DRY VAN **4000D-X**
COMPOSITE



FLATBED **4000A**



TAUTLINER®



AFTERMARKET PARTS

The Parts Distribution Center Triples in Size at New Location



RYDER PURCHASES 1,044 TRAILERS

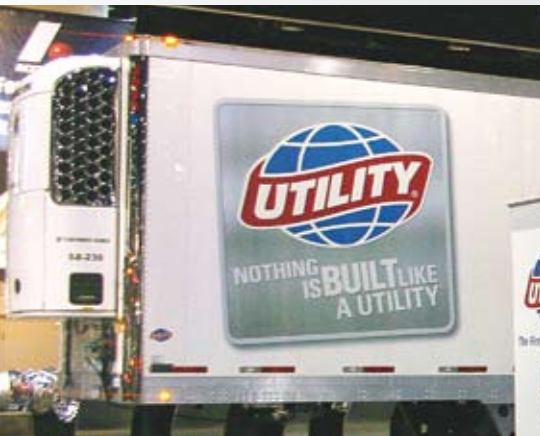
Utility's Largest Single Order for the 4000D-X Composite™



MATS 2011

A Recap of This Year's Mid-America Trucking Show

NOTHING IS BUILT LIKE A UTILITY *page 4-5*



A 4000D-X COMPOSITE™ MILESTONE

Utility receives the largest single order for the 4000D-X Composite™ dry van



Left to Right: Gary Grisham, Craig Bennett, Jim Krepp, Jerry Thrift, Jim Moore, Larry Roland, Mike Ashe, Hal Sisco

- 2 CUSTOMER CONNECTION**
A 4000D-X Composite™ Milestone
- 3 CORPORATE NEWS**
Utility Introduces New Online Tools
- 4 CORPORATE NEWS**
MATS 2011
- 6 CORPORATE NEWS**
100% LED Lighting is Now Standard
- 6 DEALER NEWS**
New location for Florida Utility Trailers
- 7 AFTERMARKET**
New PDC Location Triples in Size
- 8 DEALER NEWS**
Hudsonville Trailer in Grand Rapids, MI

For more information on Utilitopics or to submit story ideas, please contact Antoinette Monreal at amonreal@utm.com


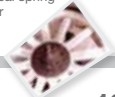











Ryder System, Inc. is one of the industry's largest providers of transportation, logistics and supply chain management companies in the world. They have recently purchased 1,044 of Utility's 4000D-X Composite™ dry vans for their customer, CEVA Logistics who will be leasing the trailers.

Under their service lease contract, Ryder purchased the 4000D-X Composite™ dry vans to support CEVA's domestic U.S. ground and freight management operations across North America.

"Ryder values its 30-year relationship with CEVA and we appreciate the confidence they have shown in our ability to meet their well respected service levels," said Hal Sisco, Ryder's Director of National Accounts. CEVA Logistics is one of the world's leading supply chain companies, and has a presence in over 170 countries.

The purchase is a major milestone for the 4000D-X Composite™ as the 1,044 trailers represent the single largest order for Utility's dry van. This is also the largest lease account trailer order that Ryder has ever placed. Ryder's Fleet Management Solutions provides full service lease, rental and programmed maintenance of trucks, tractors, and trailers and has chosen Utility as part of their fleet.

"We are extremely excited that Ryder and CEVA have selected Utility's 4000D-X Composite™ dry van to support their expanding fleet needs," said Mike Ashe, Utility's National Accounts Manager. "Early on in this process, both Ryder and CEVA determined that the 4000D-X Composite's durability and its innovative composite sidewall was the best trailer for them due to its low tare weight, superior strength, flexible load securement capability and lower operating costs. This order supports the trend that the 4000D-X Composite™ has become the fastest growing model in our history." ☺

<p>1914 E.W. Bennett and H.C. Bennett, brothers purchased a small wagon company, marking the beginning of the trailer building business</p> 	<p>1932 Introduced the first use of the elliptical spring running gear</p> 	<p>1936 Invented the first shockless, air operated pintle hook for doubles operation</p> 	<p>1944 First manufacturer in the West to build frameless trailers</p> 	<p>1951 Pioneered the use of polyurethane insulation</p> 	<p>1963 Developed the Trans-Spring converter dolly to pull trailers in tandem</p> 	<p>1963 Developed the Trans-Spring converter dolly to pull trailers in tandem</p> 	<p>1978 Invented industry's first Barrier Rear Door® — design features less heat-loss and greater durability</p> 	<p>1999 Built the largest reefer plant in the world — a new automated refrigerated van manufacturing plant in Clearfield, Utah</p> 	<p>1999 Built the largest reefer plant in the world — a new automated refrigerated van manufacturing plant in Clearfield, Utah</p> 	<p>2003 Dealer network surpasses 100 locations throughout the USA, Canada, Mexico and South America</p> 	<p>2009 Introduced the next generation of thin-wall dry van trailers — 4000D-X Composite™</p> 	<p>2010 Utility designs two new EPA SmartWay® verified side skirts</p> 
--	---	---	---	---	--	--	---	---	---	--	--	---



NEW ONLINE TOOLS

Utility launches a new website, a mobile dealer directory, and QR codes

Utility is pleased to announce the launch of a new corporate website, a mobile smartphone-friendly dealer directory (www.utdealers.mobi), and new Quick Response (QR) codes.

"The development of a new website and other online properties is a reflection of Utility's commitment in providing more options and tools for our dealers to utilize as well as to effectively and efficiently communicate to our customers," said Craig Bennett, Senior Vice President Sales and Marketing at Utility. "Utdealers.mobi is designed to facilitate dealer contact for our mobile customer base. Contact is possible from any smartphone, anywhere."

UtilityTrailer.com now has a wider canvas area, improved site search capabilities, and an advanced navigation system. Added features include a new media gallery, more specifications listed for each product, and

the ability to request a quote from a local dealer directly from the website.

The dealer locator on the new website also has a new feature that incorporates the Google Map technology when a user searches for a dealer by zip code, city, state or by dealer name. Additionally, the dealer locator is mobile-friendly when logging onto utdealers.mobi on your Apple iPhone®, Android®, BlackBerry® or with any web-enabled smartphone.

Along with the mobile-friendly dealer locator, Utility has also made available QR codes

for finding information easier and much faster than typing in a website address on your smartphone. At this year's Mid-America Trucking Show, Utility displayed codes that directed attendees to Utility brochures and videos. They simply scanned or took a photo of the code with their smartphone's QR Reader and the application automatically directed them to more Utility information. Look for more Utility QR codes in upcoming Utility advertisements and sales tools. ➔





2011 FLEET SUMMIT

Utility joined Bridgestone, Freightliner, Meritor, Daimler Truck Financial, Michelin, and others in sponsoring this year's Fleet Summit event hosted by Heavy Duty Manufacturers Association and Newport Business Media. The Fleet Summit was held on March 30th at Churchill Downs Race Track. Event attendees had the opportunity to listen to well-known experts address the current & future of the industry. The event also honored Heavy Duty Trucking Magazine's 2010 Fleet Innovators.

UTILITY'S PREMIER CUSTOMER EVENT

Utility hosted a customer event held at the Muhammad Ali Center in Louisville on the first night of MATS. Utility's customers had exclusive access to the museum's multimedia presentations of Ali's life, and guests were treated to a dinner reception at the top floor of the Center overlooking a stunning view of the Ohio River.



NOTHING IS BUILT

A recap of this year's Mid-America Trucking Show

At the 40th anniversary of the world's largest annual heavy-duty trucking show, Utility showcased their advanced innovations in engineering design. Standard features such as the 3000R[®] foam-in-place insulation and the Snag-Free[™] recessed rivets on the 4000D-X Composite[™] dry van were graphically represented on exhibited trailers at this year's Mid-America Trucking Show (MATS) in Louisville, Kentucky.

"People often think that all trailers are built the same, but there are many important features in our construction that most of our competitors don't include," said Chuck Cole, Manager of Technical Sales and Product Training at Utility. "To emphasize the total value of a Utility trailer, we have demonstrated that *Nothing is Built Like a Utility* by graphically disclosing the features that make our trailers truly unique."

Since 1914, Utility has always led the way in engineering innovative products. Utility's continuing commitment is even stronger today. The advanced features in every Utility trailer still remain the center of attraction. The message that *Nothing is Built Like a Utility* provided a discourse for MATS attendees to help them visualize the advanced construction of a Utility trailer.



LIKE A UTILITY

“We had a lot of people come to our booth this year that were inquisitive about the graphic representations, and this ultimately prompted more conversations about the large quantity of high quality features we put into each Utility trailer,” said Craig Bennett, Senior Vice President Sales and Marketing at Utility.

MATS drew a crowd of 76,169 attendees and 1,039 exhibiting companies this year. Both attendance and exhibitors increased by over 7%. Next year’s Mid-America Trucking Show will be on March 22 to March 24, 2012. ☺



IMPROVING DRIVER SAFETY & LOWERING MAINTENANCE COSTS

Utility announces 100% LED lighting as a standard feature on Utility trailers

Utility recently debuted 100% LED lighting on all Utility refrigerated and dry van trailers as well as tandem and tridem axle flatbeds. Utility is committed to providing more ways to improve driver safety and lower maintenance costs.

Incorporating 100% LED lighting as a standard feature will provide greater visibility for all drivers on the road and also lower

maintenance costs due to the extended service life of LED lights.

Utility will be utilizing a new Grote LED mid-ship clearance light that also functions as a turn signal. Up until now, LED turn signal lights in the mid-trailer position generally provided rearward illumination only. By combining the mid-trailer turn indicator with the marker function and incorporating a new lens design that provides visibility both forward and backward, Grote has provided the driver an at-a-glance



reassurance that the lamp is operating as it flashes when the turn signal is on and also cautions other drivers on the road when the tractor trailer is making a wide turn.

Completing the transition to all LED lights also included changing the license plate light to LED. The new LED light meets both Federal and California regulations for mid-trailer flashing lights. Production of Utility models with 100% LED standard lights is expected to begin in the 4th quarter. ☎

DEALER NEWS

EXPANDING REACH IN THE SUNSHINE STATE

Florida Utility Trailers acquires a fourth location

Earlier this year, Utility Trailer Sales & Leasing in Hialeah, FL officially became a part of Florida Utility Trailers, Inc.

The two independent Utility dealers have merged to form a partnership and expand their business to offer more available Utility inventory for customers in both the Central and South Florida area.

Kelly Stephens, President of Florida Utility Trailers and Peter Verbeeck, the President of Utility Trailer Sales & Leasing have known each other for 19 years and always thought a merger would be beneficial for

both dealerships. For over 33 years, Florida Utility Trailers has been providing customers with parts, service and leasing options, as well as new & used Utility trailers for the Central Florida market. In addition to its current locations in Orlando, Lakeland and Tampa, Florida Utility Trailers is now able to provide the same services for the Miami area. The dealership has hired more

employees to further expand their leasing business and manage a larger volume of sales that the new partnership will bring. Long time employee and Vice President/ General Manager, Jack Beville, will oversee all four locations. The Miami office will serve as the marketing & sales department and the Orlando location will remain the corporate office. ☎

UTILITIDBIT

Badger Utility, Inc. recently opened a new sales office in Eau Claire, Wisconsin.



THE PDC'S NEW HOME

Utility's Aftermarket Parts Distribution Center moves to a new location in Batavia, Ohio



Left to Right: Craig Bennett, Jeff Bennett, Michael Moore, Stephen Bennett, Todd Bennett, Hal Bennett, Eric Ellestad

Utility Aftermarket Parts needed to find a larger facility to meet the growing demands of their customers, and the desire was to remain located in Ohio. Continuing to ship from the Midwest provides a centralized shipping point resulting in cost and delivery efficiency in reaching all parts of North America.

The new Utility Aftermarket Parts Distribution Center (PDC) is now over three times larger than the previous location in Sharonville, Ohio. The PDC has relocated

approximately 28 miles southeast of Sharonville to a facility that was previously the home of a Georgia-Pacific Corporation box manufacturing plant. The new site encompasses a total of 21 acres of land with a 243,000-square-foot warehouse, a 10,000-square-foot office, 24 dock doors, and parking spaces for 36 trailers.

With Aftermarket Parts sales volume continuing to increase, Utility decided to relocate the PDC to a larger space. "The new Batavia Parts Distribution Center is part of Utility Trailer Manufacturing Company's and the Bennett family's ongoing commitment to continue to meet the growth and needs of its dealer network," said Stephen Bennett, Utility's Vice President. "Batavia will allow us to increase our offering of heavy duty aftermarket products and services to our customers."

The facility houses over 5,000 stocked items and 200 Utility Aftermarket Parts suppliers are currently shipping from the new location. The new space allows for Utility to increase capacity and offer even more parts from more suppliers in the near future.

The Grand Opening and official ribbon-cutting ceremony took place on March 30th. Dealers, suppliers and the media were given a tour of the new facility and were treated to a barbeque lunch. The new Aftermarket Parts Distribution Center is located at 4225 Curliss Lane in Batavia, Ohio. ☎

UTILITIDBIT

Utility Side Skirts were recognized among this year's Top 20 New Products determined by editors at Heavy Duty Trucking Magazine and several members of the American Trucking Associations' Technology and Maintenance Council.





UTILITY TRAILER MANUFACTURING CO.
17295 E. Railroad St., City of Industry, CA 91748

The First Name In Trailers®



DEALER NEWS



Mark Gazan, President of Hudsonville Trailer (pictured on the left) and John Dressel, Owner of Great Lakes Utility (pictured on the right)

UTILITY WELCOMES HUDSONVILLE TRAILER

Utility has a new dealership in Grand Rapids, Michigan

Utility Trailer Manufacturing would like to welcome its newest dealer, Hudsonville Trailer Company.

Hudsonville Trailer has recently acquired Great Lakes Utility Trailer Sales, Inc. to consolidate efforts and to better serve West Michigan with semi-trailer sales, service, parts, and leasing.

In 1948, Hudsonville Trailer began servicing local produce farms and individual truckers. The company rapidly grew its business and now services West Michigan's trucking industry. Today, the Hudsonville facility is situated on 19 acres encompassing a 42,400 square foot building with 17 service bays, a 10,000-square-foot parts warehouse, and a 7,500-square-foot office.

Mark Gazan, President of Hudsonville Trailer, has always wanted to provide his customers with Utility products. "We recognized the value of the Utility brand for our company and we anticipate significant sales growth and increased market share that will benefit both of our firms through this new partnership agreement," said Gazan. "The merger combines two great companies to represent Utility products and provides a stronger organization capable of doing much more for our customers' benefit." The merger with Great Lakes Utility Trailer Sales enabled Hudsonville Trailer to be open 24 hours a day and 5-days a week and now operates 3 shifts in the service department.

Hudsonville Trailer is located at 3308 Hudson Trails Drive near Interstate 196 in Hudsonville, Michigan. 📍