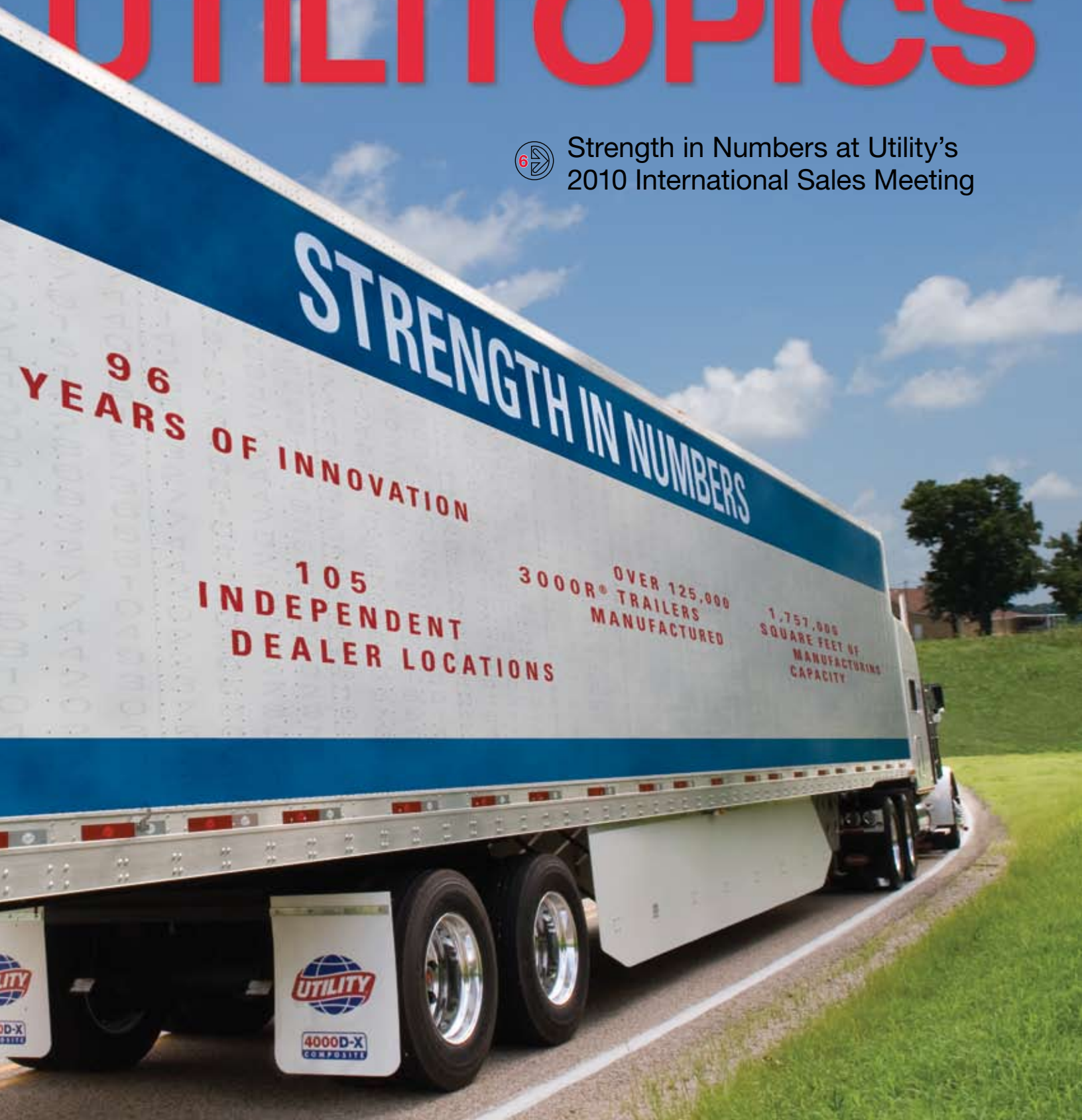


UTILITOPICS



Strength in Numbers at Utility's
2010 International Sales Meeting



LOYAL CUSTOMER

Utility features Florilli
Transportation



MANY PARTS, ONE TEAM

Utility's Aftermarket Parts Division
holds the 2010 National Parts Meeting



AFTER 26 YEARS

Utility wishes Mitzi a
wonderful retirement

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A RECAP OF THIS YEAR'S GWTS & GATS

Utility exhibits at GWTS, GATS, and sponsors the CVOC



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Mile Hi continues to be 100% Utility

Utility exhibited at this year's Great West Truck Show (GWTS) in Las Vegas, NV from June 17 – June 19 and the Great American Truck Show (GATS) in Dallas, TX from August 26 – August 28.








Utility Trailer Manufacturing joined Castrol, Kenworth, Peterbilt, PACCAR, O'Reilly Auto Parts and Volvo Trucks as sponsors for the inaugural Commercial Vehicle Outlook Conference (CVOC) that took place prior to the opening day of GATS.

Produced by Randall-Reilly Business Media and the Heavy Duty Manufacturers Association (HDMA), the CVOC was enthusiastically attended by 350 trucking industry leaders. Panel discussions about the present and future of the industry took place during this two-day conference. There were several key speakers during the conference including a long-time Utility customer, O & S Trucking.

Immediately following the CVOC, was the Super Session that kicked off the first day of GATS. The Super Session was comprised of a panel of industry leaders discussing the future of trucks and trailers. Craig Bennett, Utility's Senior Vice President of Sales and Marketing was asked by the show promoters to be among the panel of speakers at the session. Along with other panelists, Mr. Bennett presented an overview of his perspective on how equipment will continue to evolve over the next decade. "Trailer designs going forward will need to offer lighter weight and stronger configurations that contribute to the reduction of fuel consumption on their rigs," said Bennett.

Overall attendance at both shows were slightly up from last year, which is another sign of the economic recovery and a positive outlook into 2011. Next year's GWTS will be June 9 – 11, 2011 and GATS will be August 25 – 27, 2011. ☺

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

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

FROM FARMING TO TRUCKING

The man behind Florilli Transportation

It was 1979 when a horrific snowstorm hit a rural Iowa farmland. The snowstorm hit with such epic proportions that the major interstate was shut down. A young man and his family owned and lived on a farm just adjacent to the interstate where the snowstorm hit. The next morning he walked outside to find several dozen people stranded in their vehicles. The family welcomed them in for shelter and they stayed for a couple of days until the interstate reopened. The farm owner befriended some of the truckers that stayed and he immediately made a connection with them. From then on, this passion for trucking grew and he decided to purchase his first truck and trailer. This man's name is Murry Fitzner.

In 1982, the American agriculture industry was undergoing a tough economic struggle, which resulted in Murry's decision to steer away from farming to trucking. He began to pursue his career as an owner-operator and he acquired his first contract with a small trucking company that worked for a major food supplier. Years went by while Murry learned everything there was to know about the business.

Five years later, Murry grew his fleet and created Florilli Transportation. He then acquired 5 more Utility reefer trailers from Tony Maahs at Hawkeye Utility Trailer Sales. Today, Florilli is equipped with 225 power units and over 300 Utility reefer trailers. Murry continues to purchase Utility reefer trailers and is among the many fleets that use 100% Utility. When asked the reason for his initial decision to purchase a Utility trailer he responded, "From my own experience and my initial

contact with the drivers who were stranded in the snowstorm, I quickly learned that Utility is the top manufacturer of trailers in the industry and in the reefer market."

Choosing the right trailer

Murry understood the value of owning a Utility trailer. There were a couple of factors that led to his decision in selecting the right trailer to help grow his business. He wanted a trailer with the lowest overall cost of ownership and is pleased that Utility has brought him a good return on his investment. He felt he was receiving a quality product when it came to lower maintenance cost and higher resale values.

Another important factor for Murry in choosing the right trailer involved weight and durability as it relates to the construction of the trailer. "Utility trailers are light weight and competitively well-balanced between durability and tare weight," said Murry. "Shippers today are far more sophisticated in terms of utilization of the cube by how they package and configure their shipments."

Throughout the years, Murry also discovered that flooring is an important factor in the life-cycle of trailers and his experience has

maintained his positive belief that Utility has the best floor system in the industry. "Utility has great flooring in their trailers and this was another factor that led me to make my initial purchase and I never encounter issues with Utility reefers in my fleet," said Murry.

Continuing the loyalty to a brand

Murry is consistently cognizant of what type of trailers and tractors their competitors are using. His fleet occasionally deviated away from a certain brand or product. However, the one brand he has never deviated from is Utility. "It is the first brand of reefers trailers I ever bought when I first started and at this time, the only brand of reefer trailer I will ever use in my fleet," explains Murry.

Tony Maahs from Hawkeye Utility Trailer Sales has been working with Murry for many years and has seen Florilli's progressive growth. "I am always pleased to work with Murry and his staff," said Maahs. "I wish Murry continued success, and we greatly appreciate his loyalty to the Utility brand." 🔄



MANY PARTS, ONE TEAM

Utility Trailer Aftermarket Parts Division holds their National Parts Meeting this past summer

Utility Trailer Aftermarket Parts Division held its National Parts Meeting at the Hyatt Regency in Orange County, California.

Parts managers, dealers, vendors, and Utility executives made up the 150 people in attendance. *Many Parts, One Team* was the overall theme this year. The meeting consisted of training and breakout sessions focused on California Air Resources Board's compliances, online tools that are available, and product training from industry-leading suppliers.

Many of Utility's vendors participated in the trade show and held breakout sessions. "The trade show fair was a huge success and our largest one ever," said Michael Moore, Utility Trailer Aftermarket Parts' Director. Among the list of vendors were Hendrickson, Bendix, Haldex, Accuride, Firestone Tires, USLiner, and Kinedyne. Guests were awarded door prizes and raffle prizes that were donated by vendors. Prizes included golf clubs, gift certificates, sunglasses and an Apple iPad for the grand prize winner. Todd Richards from Florida Utility Trailers, Inc was the lucky winner to take home a new iPad.

Awards ceremonies also took place during the dealer awards dinner honoring top performers. These are the recipients for the 2009 Round Table Awards:

Gold

Utility Trailer Sales Southeast Texas, Inc.
Badger Utility, Inc.

Silver

Utility Trailer Sales of Southern California, LLC
C.R.T.S., Inc.
Utility Trailer Sales of Central California, Inc.
Utility Trailer Sales Company of Arizona

Bronze

Ocean Trailer
Florida Utility Trailers, Inc.
Utility Trailer Sales of Alabama, LLC
Mid-States Utility Trailer Sales, Inc.
Utility Trailer Southwest Sales Co.
Utility Keystone Trailer Sales ☺



PROFILING CRUM TRUCKING, INC.

Utility Trailer Aftermarket Parts Division's Carrier of Choice

“Crum Trucking has been our carrier of choice since July 2005 when we first started working with them,” said Del Eastman, General Manager for Utility Trailer Aftermarket Parts Division. “We are proud to have a partner such as Crum, they continue to meet and exceed expectations.”

Based out of Southern Indiana, Crum handles 95% of all outbound prepaid shipments to Utility's dealer network covering

the United States and Mexico. Crum is a family owned logistics management and transportation company. The company has always made it a mission to provide a high level of service to all of their customers and their drivers have been continually praised by many of Utility's dealers. “Crum drivers are very courteous, helpful and punctual,” said Tom Howard, Parts Manager for Utility Trailer Sales Company of Arizona. Keith Crum, President and Founder of Crum Trucking grew his fleet with only the best drivers in the industry and trained them to implement excellence in customer service.

Crum provides Utility's dealer network with a 99.5% on time stock order delivery rate. “When it comes to a slow recovering economy, customer service is vital and Crum continues to help us in providing this to our customers,” said Eastman.

Utility Trailer Aftermarket Parts Division would like to thank Crum for their continuing efforts to provide the best in service and support throughout the years. ➔

DEALER NEWS



THE CITY OF ST. GEORGE WELCOMES UTILITY

Utility Trailer Sales of Utah opens a new parts-only facility

Utility Trailer Sales of Utah, Inc. has been servicing the Southern Utah area since 1983. The dealership is located in Salt Lake City, Utah and has been continually successful in providing trailer inventory to their customers throughout the years.

The large dealership carries new and used trailers as well as their increasingly growing selection of parts that include brands such as ArvinMeritor, Bendix, and Stemco.

With the demand for additional space to house their inventory, the decision was made to add a parts-only facility in a different location. “The new parts-only store in St. George was the strategic move of Jeremy Galata, our Parts Manager,” said Mike Deputy, President of Utility Trailer Sales of Utah. “Jeremy championed the expansion idea and saw it through to a successful implementation.” The new parts-only facility is situated in a recently



developed industrial area of St. George, Utah and is a block away from a Kenworth Truck Company sales location.

The official grand opening took place this past summer. Approximately 200 of their customers, suppliers, and city of St. George dignitaries attended the event. The St. George Chamber of Commerce welcomed the dealership with a ribbon-cutting



ceremony and officially marked their grand opening. “The grand opening was a huge success; we are extremely delighted our customers and industry friends came to support our efforts,” said Deputy.

Utility Trailer Sales of Utah's St. George parts-only facility is located on 3284 East Deseret Drive #16. Congratulations to Mike Deputy and his team for a successful opening! ➔

STRENGTH IN NUMBERS

Utility held 2010 International Sales Meeting on October 6 – 8 in Kingsport, Tennessee

This year's International Sales Meeting took place on October 6 – 8, 2010 at the Marriot MeadowView Conference Resort & Convention Center in Kingsport, Tennessee.

Over 170 dealers and sales associates attended the three-day meeting consisting of general and product sessions, tours at the Marion & Glade Spring plants, and a vendor fair that included 48 exhibitors.

Dealers participated in the "Strength in Numbers" puzzle game for a chance to win an Apple® 64GB, 3G/WiFi iPad and a \$200 American Express® gift card. All participants received a 1GB flash drive for turning in their completed puzzle. Dealer attendees searched for the correct answers at the vendor fair and signage throughout the meeting. **Kevin Goodman**, *Trailer Sales Specialist from Badger Utility, Inc.* was the

lucky winner from the raffle drawing to take home the coveted prize.

Award ceremonies honoring Utility's top producing dealers also took place throughout the meeting. **Ozark Utility** received the top *Goal Achiever Sales Award* for selling 312% of their goal in 2009. *The Round Table Awards* for top sales in 2009 was also announced and **Badger Utility, Inc.** was honored the gold award for the highest units sold.

"On behalf of Utility Trailer Manufacturing, we would like to thank all of our dealers who contributed to a successful year in helping to make Utility the #1 trailer manufacturer in North America in 2009," said Craig Bennett, Utility's Senior Vice President of Sales and Marketing. "Congratulations to all of the winners, and we look forward to another successful year." ☺

2009 Goal Achiever Awards

- Ozark Utility
- Utility Trailer Sales of Washington, Co.
- Utility Trailer Sales of Tennessee, Inc.
- Badger Utility, Inc.
- Mid-States Utility Trailer Sales, Inc.
- Utility Trailer Sales Company of Arizona
- Utility Tri-State, Inc.
- Provincial Equipment Limited
- Utility Trailer Sales of Colorado, LLC
- Allstate Sales & Leasing Corp.
- Utility Trailer Sales of Oregon, Inc.
- Utility Trailer Sales of Boise, Co.
- Midwest Utility, Inc.
- Florida Utility Trailers, Inc.
- Utility Trailer Sales of Central California, Inc.

2009 Round Table Awards

Gold

- Badger Utility, Inc.

Silver

- Ocean Trailer
- Utility Trailer of Dallas, Inc.
- Allstate Sales & Leasing Corp.
- Ozark Utility
- Utility Trailer Sales of Central California, Inc.
- Midwest Utility, Inc.
- Utility Tri-State, Inc.

Bronze

- Mid-States Utility Trailer, Inc.
- Utility Trailer Sales of Utah, Inc.
- C.R.T.S., Inc.
- Utility Trailer Sales of Colorado, LLC
- Action Trailer Sales, Inc.
- Utility Trailers of Southern California, LLC
- Craftsmen Trailer, LLC



A GRAND OPENING TO A GRAND LOCATION

Mid-States Utility Trailer Sales holds a grand opening celebration for their new location in Sioux Falls

Mid-States Utility Trailer Sales, Inc. held their spectacular grand opening event this past summer.

Approximately 600 people attended the grand opening to celebrate their new building on Seubert Ave in Sioux Falls, South Dakota. There was a mix of vendors, customers and other guests that attended the opening. The festivities included a

band, door prizes, and a tour of the 30,000-square-foot building. Mid-States gave away door prizes such as jackets, gift certificates, and special discounts for service & parts. Many of Mid-States' vendors also had the opportunity to showcase their products during the grand opening.

The new Sioux Falls location sits on approximately 14 acres. The dealership outgrew the old location and wanted to expand to

a larger facility. Many additional features previously not in the old location include 10 service bays instead of 4, 20-foot aisles for easy forklift maneuvering, and a separate parts showroom.

The grand opening was a huge success for Mid-States, and we wish them continuing success for many more years to come. ☺

BIGGER PLANS FOR THE FUTURE

Utility Trailer Sales of Southeast Texas expands to a new Laredo location

Utility Trailer Sales of Southeast Texas opens a new Laredo facility. As part of their expansion plan, the dealership decided to relocate to a new and larger building just 4 miles from their old location.

"The facility is new, which we've never had before and we are extremely excited to have this opportunity to expand our Laredo location into a much larger scale," said Jonny Loring, President of Utility Trailer Sales of Southeast Texas.

The new facility is situated on 7 acres of land and encompasses a 9,800-square-foot parts warehouse, over 2,000 square feet of office space, a 1,600-square-foot parts display area, and 4 additional acres for trailer parking. "In addition, there are 5 service bays but we plan to add 5 additional bays in the near future," said Loring. "With

the expansion, we are able to provide more inventory and include more staff to accommodate the best level of service for our customers."

Utility Trailer Sales of Southeast Texas, Inc. has been servicing Southern Texas, Southern Louisiana and Mexico since 1970. Current sales, parts and service locations are in Pharr, San Antonio, La Porte, Laredo, and two in Houston. The new Laredo facility

officially opened on August 30th and plans to hold a grand opening event this year.

The new address is 4320 Trade Center Blvd. in Laredo, Texas and off of Mines Road near the International Trade Center. Congratulations to Utility Trailer Sales of Southeast Texas on their expansion and also being the recipient of the 2009 Top Dealer Award at this year's National Aftermarket Parts Meeting. ☺





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

The First Name In Trailers®



CUSTOMER CONNECTION



MILES AHEAD

Mile Hi continues to be 100% Utility

In 1956, the first McDonald's® Restaurant opened in Denver, Colorado. At that time, Mile Hi delivered sacks of fresh potatoes to their restaurant.

Today, Mile Hi delivers more than just potatoes for McDonald's. They deliver refrigerated items such as bread, pickles, shortening, and syrups for many more McDonald's restaurants, and they have acquired partnerships with other large restaurant chains. Mile Hi is still continuing to grow significantly and now services over 300 restaurants across 8 North American states.

With the expansion, Mile Hi needed a durable and reliable trailer to meet all of their customers' needs. Mile Hi decided to purchase Utility refrigerated trailers from Utility Trailer Sales of Colorado and they remain committed to using only Utility trailers. "We value Mile Hi's business and want to recognize them as a flagship fleet," said Clint Nordstrom, Sales Representative for Utility Trailers Sales of Colorado. "We want to support Mile Hi in all of their future endeavors. We greatly appreciate their loyalty to the Utility brand, and we look forward to another successful year," said Nordstrom. ↻

26 YEARS OF DEDICATION

Mitzi Workman retires from Utility

After 26 years, Mitzi Workman retired in January 2011. Throughout her career, Mitzi's hard work and dedication as Utility's Transportation Manager has earned her many high merits and praises among everyone she has worked with. "I am constantly amazed at Mitzi's ability to work with people in both

awkward and difficult situations while maintaining a smile, with a please and thank you inserted between her requests to get something done," said David Wallace, Director of Sales for Utility. The Utility family will truly miss Mitzi and we wish her a wonderful retirement. ↻

