



Fleet Beat

Making Trucks Into tools Since 1918

Auto Truck - Fort Wayne Fleet Equipment Co. - Layton Truck Equipment Co. - Louisville Truck Equipment Co.

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LOCAL MARKET BUSINESS IS BOOMING

by Denny Jones, Vice President Sales & Marketing

In past issues of *Fleet Beat*, I have talked about our Local Market sales efforts and the products and services we provide. This segment of our business is growing rapidly at all of our Auto Truck Group locations and it is clear this is a market that we will participate in for the long term. This emphasis will surely require a talented sales team including inside and outside sales, sales support and dedicated management support.

Local market sales will involve working with local and regional fleet accounts, dealers, contractors, businesses of all kinds and governmental and municipal entities. This business takes on a different look than other parts of our business portfolio primarily because of the

business entity we are addressing. Many times we are discussing specs and equipment needs with the buyer in "his office" which may be a field construction sight. Local market businesses entail thousands of contacts and customers whereas fleet and railroad customers might encompass a few hundred.

For the Auto Truck Group of companies to continue to be successful in the Local Market business, we must have the products and tools available to service our customers and the end users.

The tools required are:

- ◆ Information systems that exceed customers requirements

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Information Keeps On Flowing



Doyle Hartman
Information Systems
Administrator

Doyle Hartman helps Auto Truck's companies communicate electronically with one another and also with all of its customers. He is an Information Systems Administrator and works from the Fort Wayne Fleet office. In a nutshell, he keeps information flowing.

While earning a B.S degree in Aerospace Administration, Doyle joined the Indiana National Guard where he picked up tremendous computer experience. He joined Auto Truck in 1996 as a material handler and learned the operations side of the business before working his way into an administrative position with Information Systems.

Doyle is charged with streamlining the way order information is communicated to customers. Sales status reports which are emailed to customers weekly is one of Doyle's

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DO YOU KNOW?

What country is the farthest distance in which Fort Wayne Fleet Equipment has delivered a truck via "Ship Through" ?

For The Answer:



www.autotruck.com



Ship Through

Ship through is the ability to return an up-fitted vehicle back to the OEM's transport system for delivery. Each type of vehicle modification is reviewed by the OEM and granted ship through approval. There are several advantages to this arrangement.

1. Saves drive away charges to the end destination
2. Delivery of vehicle close to home/business
3. Standardization of product & quality to customer specifications

The most critical measurements for ship through are the height and width requirements. As illustrated in the drawing surrounding this article, there is a set "envelope" that must be maintained in order to return a vehicle to OEM traffic. For example - if a vehicle is 62" tall; the maximum width is 96", if the vehicle is 63" tall; the maximum width shrinks to 88".

Note: The dimensions shown surrounding this article indicate the ship through "envelope" of product that can be returned to the OEM and shipped via rail car.

96"
88"
56"

91"

81"

62"

Congratulations

Layton Truck's Keith Gaylor has been promoted to Sales Manager. Keith formerly held the Municipal Sales Manager position at Layton. His goal is to build a better partnership with customers by providing clear information about quality, order status and delivery time frame. Before joining Layton, he worked for Ledom Hayes Truck Equipment and at Henderson Manufacturing.



Partners for Up-fitting Pioneer

Pioneer Hi-Bred International, Inc., has been a customer of the Auto Truck Group (ATG) since 1987. Over the last 17 years, Pioneer and ATG have worked as partners through various changes within the Pioneer fleet. Vehicle up-fitting requirements for the organization range from pickups with decals to aerial bucket trucks. ATG is currently working with Pioneer to develop a hydraulic seed sampling system for the bucket truck application. This hydraulic vacuum system allows a single operator to collect seed samples while in the bucket and deposit them into a hopper at the truck. The telescoping pipe and holder for the probe sections and hose put the tools right at the operator's hands, eliminating the need to carry bulky probe sections and long lengths of vacuum hose in the bucket.



PIONEER®

A DUPONT COMPANY

17th Annual ICUEE Show

ICUEE 2003 (International Construction Utility Equipment Exposition) was the place to be on September 23 - 25, 2003. 800 different equipment manufacturers spread out over 1.2 million square feet of exhibit space and approximately 15,000 visitors attended.

ICUEE is held every 2 years in Louisville, Kentucky. ICUEE is geared to all segments of the utility, water, sewer, telephone, gas, cable television, electric, road/street maintenance & commercial/residential construction. It is the 2nd largest trade show in the US.

Auto Truck had a CSX rail gear truck on display in the Ford booth. Many clients also toured Auto Truck's new Louisville Truck Equipment facility.



Layton Open House

Beautiful weather, great vendors, and many customers in attendance all contributed to making Layton's open house a success. Over 200 customers attended our open house on September 10, 2003, exceeding our highest expectations.

In addition to 15 vendor displays, our customers were able to see upfits ranging from simple flatbeds and service bodies, to tandem dump trucks featuring Henderson dump bodies, sanders, and snow plows with the latest technology in hydraulic systems from Force America.

- ▲ Upper: Layton's open house hosted over 200 customers.
- ◀ Lower: Ford displayed Auto Truck's upfit at ICUEE 2003.

Local Markets - continued from page 1

- ◆ Skilled sales personnel in the field and in the office
- ◆ Operational facilities and shop personnel who understand the local market customer. Each local market order is different than the other.
- ◆ Support from all departments and management levels of Auto Truck.
- ◆ New and innovative marketing and sales programs.

Auto Truck has dedicated time, energy and capital into this marketplace at all of our locations. We believe that the Local Market business will be an important part of our future. We will be good "partners" for our "customer".

Louisville
truck equipment

Construction on the Louisville facility is complete.

Look for news and photos in upcoming issues of *Fleet Beat*.

GREAT NEWS!

Fort Wayne Fleet Equipment is the #2 ranked commercial pool out of 75 ranked General Motors Commercial Truck Pools for the 2003 GM Model Year.

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projects. Each report is automatically generated based on system data, and the reports can be customized for each customer based on their individual needs. He also designed and oversees the weekly pool reports which are faxed to pool customers.

Internally, his projects affect the quality, accuracy, and timeliness of orders because of improved communication. For example, he designed a computer tracking system that maps out the location of each truck in the yard. That way, when it is time to begin production on a particular vehicle that is parked three deep, it is easy to determine which keys are needed to move the trucks in the lot. He also helped implement a process for a hand-held device that is used to check-in vehicles, which also validates the truck orders and job numbers.

On a daily basis, Doyle also serves as the "help desk" for computer users in all the companies for both software questions and hardware issues. He keeps on top of current technology and recently earned Computer Technology Industry Association's A+ Certification.



Fleet Beat

AUTO TRUCK - FORT WAYNE FLEET - LAYTON TRUCK - LOUISVILLE TRUCK

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(260) 493-1800

2425 E. Platte Place
Colorado Springs, CO 80909
(800) 332-5021

405 English Station Road
Louisville, KY 40245
(260) 493-1800

MAKING TRUCKS INTO TOOLS SINCE 1918



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Bensenville, IL 60106

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www.autotruck.com**



SCHEDULE OF EVENTS

Auto Truck Group employees will either participate in or attend the events below:

Chicago Auto Show - Chicago, Illinois
February 5-14, 2004

Work Truck Show 2004 & 40th Annual National Truck Equipment Association
(NTEA) Convention - Baltimore, Maryland
March 2-5, 2004

BCA Show, Building Contractors Association - Fort Wayne, Indiana
March 16-17, 2004

NAFA Show, National Association of Fleet Administrators - Atlanta, Georgia
April 17-20, 2004

Conex Illinois Show - Rosemont, Illinois
May 24-25, 2004

Auto Truck Open House - Bensenville, Illinois
September 2004