



# The Strick Dealer Proposition – Why be a Strick Dealer

Despite its 80-year legacy and long-standing reputation as an industry innovator and leader, Strick Trailers, LLC today is one of the smaller major dry van OEMs in North America. With only one assembly plant in Monroe, IN, 30 miles south of Fort Wayne, Strick builds only about 2,500 sheet and post vans per year.

While small by industry standards, our “little gem in the corn fields” is a state-of-the-art production facility, designed for maximum manufacturing flexibility in the assembly of complex, higher value dry vans. A recent 44,000 sq. ft. production line expansion is complemented by a newly restructured engineering department organized into two areas of focus: production and product development.

These changes, along with Strick’s revamped business model to stay small and build more complex trailers, give our dealers a huge advantage in the market over significantly larger OEMs. Being smaller allows us to be more hands-on with our dealers and their customers. From the president of Strick Trailers to the team members on the floor, there is a personal interaction every step of the way. Strick’s management team is dedicated to working closely with every customer, every day. We help our dealers solve problems and find solutions by providing in-depth sales and engineering design assistance

Our customer focus is further enhanced by an exceptionally strong record of quality control and on-time production. Our dealers know they can count on the Strick team for solid, consistent performance to please even the most critical customer. When you are looking for new customer opportunities, it is reassuring to know that you have a solid support team at your back.



Strick is focused and determined to provide its dealers with the very best trailer that money can buy, for their most discerning customers. Volume is not our goal. When our focus is a good fit with the dealer, it creates an exciting, highly successful partnership.

Dealer selection and continuous front-line support are the responsibilities of the Strick Regional Sales Representatives (RSRs) across the U.S. and Canada. Coast-to-coast Strick

authorized dealers are assigned specific sales coverage territories. If your company is a qualified and experienced dealership, and looking for high quality, sheet & post dry vans to provide your customers, we invite you to contact us. You will be introduced to the Strick Sales Representative in your region, and have the opportunity to tour our Monroe manufacturing plant to see for yourself where the rubber meets the road for “America’s Premier Trailer”.



The National Trailer Dealers Association (NTDA) was established in 1990 and is headquartered in Detroit, MI. It is the only trade association for independent semi-trailer dealers in North America. Today, the NTDA has nearly 900 Dealer and Allied member companies that sell, manufacture, lease, and repair semi-trailers and trailer parts and accessories throughout North America.

The NTDA provides knowledge and resources that bring value to member companies. Influencing and improving the economic and regulatory environments affecting the trailer industry, educating members on critical industry news, issues and trends, and broadening the management skills of member employees to help promote company growth are just a few of their objectives.

Strick will be one of more than 100 exhibitors at this year’s annual NTDA convention October 3-5, 2018 at The Broadmoor in Colorado Springs. Strick will

be hosting an evening of Colorado cuisine on the breathtaking Cheyenne Mountain Resort for our valued dealers.

If you’re a trailer dealer, but not currently a member of NTDA, you just might want to consider the benefits. Membership provides access to peers in one of the largest networks of trailer dealers, leading OEMs, component manufacturers, and industry service providers. You will be exposed to industry experts to hear where the industry and economy are headed, and learn about the latest trends and regulatory changes that could impact your business.

For more information or to join, contact the NTDA at 1-800-800-4552, e-mail [info@ntda.org](mailto:info@ntda.org), or visit [www.ntda.org](http://www.ntda.org).

## STRICK DEALER SPOTLIGHT: When Trailer Quality and Value Matter...

Strick's authorized dealer network is unique in many ways. First, the dealers who fly the Strick Trailer flag are focused on providing their customers with the best value sheet and post dry van available. Second, Strick dealers are experts in working with customers who have special trailer requirements and are looking for a high quality, predominately American product. Finally, Strick dealers are committed to extraordinary customer service at every level.

Fleet Trailer LLC, based in Castle Rock, CO, started as an idea by Matt Sass. At the time, he never imagined that purchasing a few hundred used semi-trailers in Chicago for resale, would lead to his first sales branch in El Paso, Texas. Since then, the company has expanded and diversified across the United States, Mexico and Canada, having branches in Jacksonville, FL; Laredo, TX; El Paso, TX; Phoenix, AZ; Denver, CO; Toronto, Canada; and Juarez, Mexico. In addition to its Strick van dealership, Fleet Trailer offers sales, rentals, and leasing of used semi-trailers and trucks.

The dealer relationship between Strick and Fleet Trailer was initiated at a National

Trailer Dealers Association (NTDA) meeting in California. Shortly after, Fleet Trailer, Owner/President, Matt Sass and his VP of Sales, Mike DiPrisco, attended Strick's 80th Birthday Open House and Trailer Symposium, June 2017, in Fort Wayne and Monroe, IN. "Meeting with Strick Trailers piqued our interest to expand the Fleet Trailer business into selling new trailers," says Mike. "Additionally, we were extremely impressed with the cleanliness and efficiency of the

or rental. Fleet's new trailer sales have been booming ever since.

Strick and Fleet work well together, in part because they possess similar business philosophies. "Our goal is teamwork. We must work in sync with Strick and our customers to stay abreast of market trends and be ready to switch gears as the market fluctuates", stresses DiPrisco. "Strick's integrity and flexibility gives us the OEM support we need to stay in front with customer expectations."



With both companies striving to expand and work together to offer the highest standard of trailers on the road, it's no surprise that this relationship is strong. According to Charlie Willmott, Strick's Chief Sales Officer, "Under Matt and Mike's leadership, the Fleet Trailer team is top-notch down the line. We are very lucky to have such a talented and dedicated dealer working with us."

Monroe, IN manufacturing facility and the quality of the trailers it produces. It was obvious that the Strick team takes pride in what they do," adds DiPrisco. Soon after the June 2017 event, Fleet Trailer signed as Strick's authorized dealer in Colorado and South Texas, providing customers with an extensive inventory of new Strick vans for sale, lease

Of Strick's dealer program generally, Willmott adds, "First and foremost, it is about the fit between the OEM and the dealer. It's about having the same core values regarding safety, customer satisfaction, and industry leadership. The result is a win-win for both companies. The bonus is making life-long personal relationships in the process."

## Strick Trailers – Small OEM with a Big “A” Side Door!

When you run specialized vans in your trailer fleet, you know how important it is to have just the right spec. Specialized cargo can be a great profit-maker, but it needs to be handled with care and professionalism. To accomplish that, the trailers that carry these unique or sensitive payloads must be designed to provide the best longevity, durability, and operational efficiency available to maximize ROI on your hard-earned dollars.

For example, if you have payloads or last mile delivery requirements that require side doors, you may need multiple doors, and on both sides. For maximum flexibility, you may even need the largest side door possible. If so, how does a 120" wide double side door grab you? Strick Trailers, LLC of Monroe IN, provides the widest side door design available in the industry.

Would you benefit from a side door lift gate to assist with loading and unloading those heavy skids of freight? Strick does that too.

Strick can also make you a "pan" side door that allows for recessed door handles and lock bars, easy maintenance access panels from inside, and pre-punched logistics slots on the interior lining panel if you want to hang load bars across the cargo area. This will keep freight secure and will result in less damage.

There is a lot involved with van side doors, especially when you need them designed correctly and built to last. At Strick, that is what we mean by "Customer-ization"... understanding the customer's operation



and requirements, designing and presenting possible solutions, and then building the highest quality trailer available, on-time, every time!

We look forward to "Customer-izing" your specialty vans too. Give us a call today!

Strick Trailers, LLC  
301 N. Polk St.  
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## Stay Connected With Us!

Keep up with Strick in real time and join the conversation with fellow truck trailer industry professionals. We've always got something to say, share, or give away.

Visit our website: [www.stricktrailers.com](http://www.stricktrailers.com) and follow us on Social Media:



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[www.youtube.com/channel/UC091nyd3GPm43nJB53jYR\\_w](http://www.youtube.com/channel/UC091nyd3GPm43nJB53jYR_w)

We would love to hear your thoughts and ideas through these channels.

## Strick's Sister Company Featured on CNN

Strick Trailers' sister company, Cheetah Chassis Corporation, was featured in a major national news story by CNN Money correspondent Julia Horowitz, broadcast on Thursday, June 14. The story was replayed several times on the CNN television network and posted on the front page of [www.cnn.com](http://www.cnn.com) in conjunction with other CNN reporting on the 25% tariff imposed by the administration on \$50 billion of Chinese products. Cheetah's president, Garry Hartman, was interviewed in a 3-minute video by Horowitz, who also wrote the corresponding in-depth news story.

The story centers around Cheetah's 10-year decline in sales of all-steel marine and domestic container chassis in the face of incursion into the U.S. market by Chinese state-backed CIMC (China International Marine Container). CIMC container chassis are manufactured in Shenzhen China using state subsidized steel and other components. Marine chassis models are fully assembled in China and stacked in shipping racks. 53' domestic chassis sub-assemblies are kitted and packed into containers. The domestic sub-assembly containers and complete

marine chassis stacks are then shipped at low or no cost via CIMC's state-owned corporate parents' shipping lines to the U.S., where the chassis are bolted together and prepped for customer delivery at CIMC facilities in California and Virginia.

In the reporting, Cheetah's Hartman contends that CIMC's heavy government subsidization allows CIMC to sell its products in the U.S. market at unfairly traded prices, resulting in a significant loss of business for Cheetah and other U.S. manufacturers. Mr. Hartman caught CNN's attention in May while testifying in Washington D.C. before the Section 301 inter government agency panel chaired by the U.S. Trade Representative, which was empowered with identifying Chinese products for inclusion on the Section 301 tariff retaliation list. Hartman argued that CIMC container chassis should be specified on that list to "level the playing field" and allow Cheetah to compete as an un-subsidized, independent American manufacturer.



Hartman also points out that Cheetah has seen a huge increase in the cost of steel this year due to the administration's tariffs on foreign steel and aluminum. Although Cheetah buys most of its steel domestically, these tariffs have put great pressure on the demand for domestic sources of supply and created a spike in material cost that further complicates Cheetah's effort to stay price competitive.

The CNN video and news story can be found at <https://money.cnn.com/2018/06/14/news/economy/trade-tariffs-cheetah-chassis-china/>