



STRICKLY SPEAKING

— FALL 2019

STRICKVANTAGE™ DEALER PROGRAM



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We are excited to introduce the StrickVantage™ Dealer Program. The new program provides the means for designated Strick dealers to distinguish themselves from the competition, better promote their craft and business, and partner with Strick for long-term support.

“Dealers share a commitment to the highest levels of customer service, education, and standards,” says Strick Trailers President, Stephen Burns. “We are pleased to offer this valuable new opportunity to dealers whose level of commitment is aligned with our own. This is where that unique partnership comes together,” adds Burns.

Strick’s mission has long been focused on designing and delivering innovative and effective transportation solutions

for customers. “With the addition of the StrickVantage™ Dealer program, Strick is positioning a network of dealers to be recognized for excellence in the services they provide and to ultimately achieve greater recognition and success,” comments Burns.

StrickVantage™ offers a variety of support services designed to help its dealers gain market differentiation. Services range from product protection, to professional development and marketability, to exclusive access for live chats and special dealer pricing.

Detailed program information including eligibility, benefits, and application guidelines are available online. Visit www.stricktrailers.com/dealers to learn more about StrickVantage™.

STRICKVANTAGE™ DEALERS (as of October 2019)

- ABCO Truck & Equipment, Ltd.
- American Equipment & Trailer
- Bergey’s Truck Centers
- Boston Trailer Sales, LLC
- Capitol City Trailers, Inc.
- Contract Leasing Corp
- Extreme Trailer Sales, Inc.
- Fitzgerald Truck Parts & Sales, LLC
- Fleet Trailer, LLC
- General Truck Equipment
- IMG International Commerce Co., LLC
- Innovative Transportation Services, Inc.

- New Hampshire Body & Trailer, LLC
- Red Line Towing, Inc.
- Reliable Trailer Systems, LLC.
- Scientific Brake & Equipment Co.
- Short Trailer & Outsource Inc
- Southwest Trailers & Equipment, LLC
- Spellman Trailers, Inc
- Transport Trailer Sales, Inc.
- Tropical Trailer Leasing, LLC
- Warner Trailer Industries
- VoMac Truck Sales and Service

PRESIDENT’S PEN

In this issue of Strickly Speaking, I wanted the focus to be “All For You!” Without you, there is no us. We have focused our efforts from not only building great trailers but also including exceptional services to better support you and your business.

We’ve redesigned our website with user-friendly navigation and improved menu functionality that directs you to the information most relevant to your trailer needs. We’ve introduced StrickVantage, a dealer program focused on helping our valued dealers grow. We’ve upgraded our standard offerings to give you a better product without charging you a premium.

Your success is our success! Bring us your custom trailer requirements, and we’ll provide you with innovative, reliable, and personal solutions. Our goal is to deliver the best solution and experience to keep you coming back, and to keep you ahead of the competition.

Wishing you and your family a happy holiday season,



Stephen Burns, President



STRICK TRAILERS RECOGNIZES TOP DEALERS



Strick has awarded Capitol City Trailers, Boston Trailer Sales, and ABCO Truck Equipment, as its top dealers in 2019 for achieving an outstanding level of sales and customer service. This is the first time in Strick's history to honor multiple dealers.

"Buying a trailer is a significant financial transaction and can be stressful because there's so much information to digest," says Tim Stewart, Vice President of CCT. "Human interaction is still an important part when purchasing large equipment. It's something people tend to forget in our virtual world."

"Just like purchasing a new semi-trailer, matching your needs with the trailer's functionality is another important purchase criterion," says Jarod Warsofsky, General Manager, Boston Trailer Sales. "Asking the right questions upfront helps us to determine which choices among all

of the options will provide the right trailer to meet the customer's requirements."

All three dealers have proven that commitment to an outstanding customer purchase experience is key in today's market. "We are extremely proud of our team and the way they take care of our customers," says Bob Pape, President, ABCO Truck & Equipment. "Without their hard work, expertise, and dedication we wouldn't be the success we are today."

"Our top dealers continually demonstrate that they share our values of quality and innovation in serving our mutual customers," said Stephen Burns, President, Strick Trailers. "Our dealers are some of Strick's most valuable assets and an integral part of the company's success. It's a privilege to work with them to keep America moving."

Find Strick Trailers dealers online at www.stricktrailers.com/dealers.



WE'VE GOT YOU COVERED

When selecting a translucent roof, we will now use the new Crane standard, Kemlite® Extended Weathering Translucent Roof. The Kemlite XLR fabric is one of several translucent roof solutions offered by Crane Composites.

According to Crane, its XLR translucent roof is "engineered to survive harsh environments by combining durability and enhanced weathering capabilities with natural lighting." Crane also states the "... ultramarine blue tint provides significant light transmission while limiting heat gain in the trailer...", improving safety and productivity for loading/unloading cargo, a must for today's fleets.

"When a supplier approaches us with a new or enhanced offering, we listen. When that technology fits with Strick's product, and makes sense for our customers, we seize the opportunity," says Justin Bell, Strick Trailers, Director of Engineering.

RUN ON LESS, GET MORE

Strick is proud to have been a sponsor in the Run on Less Regional, a freight efficiency roadshow that showcased trucks operating in a variety of regional haul applications driven by the North American Council for Freight Efficiency (NACFE).

The Run on Less Regional was a three-week event which kicked off on October 7, 2019 and concluded on October 27 at the North American Commercial Vehicle show in Atlanta.

"We always appreciate the opportunity to participate in industry events with our

customers, and value the collaborative relationships that allow Strick to build trailers to meet the goals and vision of their fleet operations," says Jon Karel, Vice President National Accounts, Strick Trailers.

Run on Less Regional featured real time monitoring on metrics including miles traveled, fuel consumed, pickups and deliveries, elevation change, and vehicle speed among others. See final results at www.runonless.com.



IT'S BIGGER THAN OUR TRAILERS!

In case you haven't heard, we recently updated our website!

The new website provides a clear message of who we are, what we stand for and where our values lie when developing, delivering, and supporting our highly specialized dry van trailers for you.

The website boasts a clean design, user-friendly navigation, and improved menu functionality that directs you to the information most relevant to your trailer needs.

We've created a range of new content that provides information about our products and services along with better access to product offerings, support information, dealer locations, and newsworthy articles.

The site is fully responsive with mobile devices, making it easy

to navigate on a wide range of web browsers and portable devices.

Going forward, we will continue to add more video content and product information

to help you make confident decisions about the right trailer components for your specific business operations.

Check it out! www.stricktrailers.com



NTDA NEWS



President, Stephen Burns, Strick Trailers, discussing Strick's specialized dry van trailer options during the NTDA 29th Annual Convention & Exhibition.

Strick joined decision-makers from trailer dealerships throughout North America as one of 100+ exhibitors at this year's annual convention Oct. 9-11, 2019, at The Breakers in West Palm Beach, FL. Strick hosted an evening of fine dining featuring panoramic views of the golf course and city skyline for our valued dealers.

The National Trailer Dealers Association 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.

For more information or to join, contact the NTDA at 1-800-800-4552, e-mail info@ntda.org, or visit www.ntda.org.



BEYOND THE ORDINARY



When an ordinary trailer isn't enough, you can rely on Strick. Every year we strive to bring new and innovative dry van trailer technology to our customers, and 2020 will be no different.

Stop by Booth # 2423 during TMC's 2020 Annual Meeting & Transportation Technology Exhibition February 24-27 in Atlanta, Georgia to experience how we are elevating trailer technology to the next level!

COMMUNITY INVOLVEMENT:

Enhancing the community in which we live and work

Strick's philosophy on giving back stems from our commitment to enhance the community in which we live and work. Employees have multiple opportunities to participate in volunteerism and help the local community. "Getting involved is our chance to be 'change makers' in our community," says Nan DeVido, Community Involvement Facilitator, Strick Trailers.



Strick's mission statement for community involvement comes from the heart:

- To **PROMOTE** a culture that encourages social responsibility and builds synergy between company and community.
- To **RECOGNIZE** we have a commitment to lead, serve and be a positive force in the lives of others, in both the communities in which we operate and our business.
- To **DEVELOP** partnerships that improve not only our business culture, but help the community thrive to achieve their own goals and make a better tomorrow.

DeVido adds, "We're helping organizations that make our communities better for us all."

Strick's community involvement includes sponsorship, volunteering at events, and providing direct financial support.

Visit www.stricktrailers.com/newsroom for more information and other company news.