

inside TRALA

March 2003

Industry leaders gather in Palm Springs for TRALA's 25th anniversary

A quarter-century ago, a group of visionary leaders in the truck renting and leasing industry agreed to put aside their competitive differences to fight together for success, forming the Truck Renting and Leasing Association.

And the rest, as they say, is history.

"It took two or three years to bring about the division of CATRALA, and there was a lot of inertia in that this change was not particularly easy to bring about," says TRALA's first chairman, Harris Saunders of Saunders Leasing System in Birmingham, Ala. "There is no question we did the right thing."

TRALA has been Uniting the Industry for 25 Years -- the theme of its 25th anniversary meeting. The meeting will be held March 12-16 at the Westin Mission Hills Resort in Rancho Mirage, Calif. More than 400 leaders of the renting and leasing industry are expected to participate, with speakers including Daniel C. Ustian of International Truck and Engine Corp. and George Rodriguez of the U.S. Department of Homeland Security's Transportation Security Administration.

In 1978, the truck renting and leasing industry generated revenue of \$3 billion. Today, according to the 2003 TRALA Industry Report, the industry is worth \$25 billion. TRALA's prominence has grown with the industry.

Looking back at TRALA's 10th anniversary celebration, for-



TRALA's 25th annual meeting features golf tournaments on the Pete Dye Course, seen above, and the Gary Player Course. Both are at the hotel.

mer TRALA Chairman Larry Miller remarked, "The formation of TRALA was a strategically sound move and is a worthy investment of time and money... Pound per pound, we pack in a big punch in the Washington arena. For a little group, we get a lot of big things done."

Over the past decade, TRALA's legislative lobbying efforts resulted in more than \$400 million in annual savings for members. This year, TRALA is focusing its efforts on tort reform, specifically reforming vicarious liability laws which hold lessors responsible for the negligence of the vehicle's operator.

So where will TRALA be in another 25 years? Join us next week and find out. For more information, see www.trala.org.

News from TRALA Headquarters



PRESIDENT'S MESSAGE

TRALA Moves to New Office Space April 1

TRALA is changing its address on April 1 with a new office location in the heart of Alexandria's historic district.

Our seven year office lease could not have expired at a better time, giving us the opportunity to acquire great new space at the best lease rates in more than a decade.

We're now just 5 minutes from Reagan National Airport and only 10 minutes from Capitol Hill and downtown Washington, D.C.

Visit us in TRALA's new headquarters, 675 North Washington Street, Suite 410, Alexandria, VA 22314.



TRALA's Tort Reform Coalition Gets Strong Support

The coalition TRALA launched two months ago to push serious tort reform efforts for the vehicle rental and leasing already has attracted seven major players throughout the auto and truck leasing industry, including solid support from finance lessors.

We're going at this to win, and coalition participants are coming to the table with top legislative talent and financial resources.

It's the most unified industry group on this issue, and TRALA is gratified that so many industry colleagues have joined us to bring basic fairness back to liability laws.

Thanks, Bill!

As we put the finishing touches on preparations for TRALA's 25th Anniversary Meeting next week in Palm Springs I want to give special thanks to NationalLease's Bill Ford, TRALA's 2002-2003 Chairman.

I can't imagine anyone better to preside over TRALA's 25th anniversary celebration. Bill has been a driving force behind TRALA's growth and success for more than two decades. The involvement of our leasing systems and their members is absolutely key to the success of our association, and Bill's commitment to TRALA over the years has made the difference.

Bill, thanks for all the hard work and good counsel you have provided me over the last 12 months.



-- Peter J. Vroom

Contract maintenance seen as growth opportunity for leasing

Bob Southern took the reins of PACCAR Leasing Company in early 2003. With more than 20 years of experience in the truck renting and leasing industry, Southern now oversees PacLease's 175 locations throughout North America.

What is the best thing about your job?

The best thing about my job is being a part of PACCAR. It's very satisfying to work for a company that is a winner especially because it is accomplished with integrity, conviction and commitment to employees and the market.

Tell us a little about your background. How did you get your start in the industry?

I got my start by transitioning directly from the MBA program at Indiana University to the rental counter on the southside of Chicago. It was quite a leap from theory to the "real world."

A FEW MINUTES WITH...



NAME: Bob Southern
AGE: 57
TITLE: President, PACCAR Leasing Co.
PERSONAL: Married to Andrea; three daughters and one son
EDUCATION: Graduated with a MBA from Indiana University

What do you see as the future of the renting and leasing industry?

There will be an even larger market opportunity in North America as private fleets continue to outsource maintenance to a consolidating group of core experts.

If you're not in the office, what are you doing?

Golfing... or thinking about golfing!

What is the number one reason you give people for why leasing is a good strategy for their business?

With leasing you can focus on the critical success factors of your business and let PacLease deliver a quality transportation image and service to you and your customers.

What is the future for PacLease?

It's easy to see the future of PacLease if you look through the PACCAR annual report. Items found throughout the report such as continuous improvement, growth and success worldwide at PACCAR set the bar high for PacLease.

The combination of corporate strength and local real-time ability to act on behalf of the end user is a powerful combination.

Joining Us...

MGM Brakes, the originator of spring brake chambers for commercial vehicles and an industry pioneer in the heavy-vehicle air-brakes industry for more than 40 years, features a full line of both double-diaphragm and piston-style actuators.



For more information, contact Jim Sicking at (800) 527-1534.



PrePass is North America's premier electronic pre-clearance network that enables motor carriers to comply electronically with state weight and operating requirements before bypassing weigh stations at highway speeds. Operational at over 225 locations across North America, more than 220,000 professional drivers utilize PrePass to bypass weigh stations, agricultural inspection facilities, and ports of entry every day.

For more information, contact Adam Mote at (602) 416-6001.

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TRALA CALENDAR

March 12-16
TRALA'S 25TH ANNUAL MEETING
 Westin Mission Hills Resort in Palm Springs, Calif.



March 31-April 4, 2004
TRALA'S 26TH ANNUAL MEETING
 Arizona Biltmore Resort in Phoenix, Arizona



October 8-12
2003 FALL LEADERSHIP MEETING
 The Broadmoor Resort in Colorado Springs, Colo.



COMING SOON
2003 LARRY MILLER GOLF TOURNAMENT

To benefit the TRALA Founders Scholarship Program
 Have a question about an event? Contact Leslie Hummel at lhummel@trala.org.

Have an event for the calendar? Contact Lesley Garland at lgarland@trala.org.

Louis Silverman, 4G's Truck Renting Co. • James Donnelly Sr., All Services • Frank Daley, Amtralease • Lee Ann Bergey, Bergey's Truck Leasing • Jerry Kress, Carmenita Leasing • Tony Pope, CT Group • Matt Cummings, Cummings Leasing Inc. • Joe Conzonire, Enterprise Mack Rental • Steve Ellis, Fleet Master • Drew Gordon, Gordon Truck Leasing • Brian Hogan, Hogan Motor Leasing • Tom Leefer, Kris-Way • Michael Kiviat, Local Truck Leasing • Jim Liner, Lucas Truck Service • Richard Chagnon, Monarch Leasing • Charles Sommer, Public Service Truck Renting • Gerald Flynn, T.C.I. • Terry Young, Advantage Truck Leasing • Terry Dotson, Worldwide Equipment • Ben Bruckner, Bruckner Leasing Inc. • Eugene Celli, Celli Leasing • Mark Igyarto, Chicago Mack Leasing • Ray Mason, Columbus Truck • Perry Reeh, Indiana Mack • John O-Malley, Kentuckiana Mack Leasing Inc. • Todd Brown, Kobra Leasing • James Rushak, Mack Lease of Detroit • Bert Wise, Mack Lease of Omaha

Thank You

• Terry Dubowick, Mack Leasing System • Robert Nuss, Minnesota Truck Leasing • Don Krom, Southeastern Leasing • Jerry Livings, Transport3 Comm. Leasing • Charles Walter, Acme National Lease • Tom Fleming, AIM National Lease • John

S. Mayer, AMI National Lease • Jack Cameron, Antrim Truck Centre Ltd. • Lee Harlan, Autow National Lease • Joe Ellis, Bowman Truck Leasing • Tom Brown, Brown National Lease • Lawrence Pudlowski, Calmont Leasing Ltd. • Bobbie Sue Beasley, Carco Rentals • Jerrold Blumoff, Carrier National Lease • Jay Hill, Conway Beam • Durk Corley, C & W Leasing • Dennis J. McNichol, Dennis Truck Rental Agency Inc. • Lewis Haddan, DSU National Lease • Doug Elsberry, Eagle Freightliner • Bill Hicks, Firstlease Truck Rental • Thomas James, Fox & James Inc. • Jim Hammel, Gator Leasing Inc. • Gene Ehlers, General Car and Truck • Robert Slater, Hub Truck Rental • Don Hubler, Hubco Ford Truck Sales • Jack Zolomy, Interstate National Lease • Harold Liess, Kirk National Lease • Kurt Kettner, Koch National Lease • Steve Lawrence, Lawrence Leasing • James C. Wood, Lesco National Lease • Greg Leshner, Leshner

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