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TRALA

July 2003

TRALA sponsoring Clean Diesel Engine workshop

With continuing uncertainty surrounding the coming environmental regulations mandating new diesel emission and diesel fuel standards, TRALA is co-sponsoring a national environmental forum.

Participants in TRALA's April 30, 2003, Environmental Task Force meeting agreed that resolving uncertainties regarding the implementation of these new standards is critical to maintaining economic stability in the truck renting and leasing marketplace. Questions about the pricing and reliability of the new diesel engines, as well as the cost, availability and distribution of new ultra-low sulfur diesel fuel, could lead to dramatic market disruptions leading up to the implementation of these new rules in mid-2006 and 2007.

TRALA's Environmental Task Force, with Ryder System Inc.'s Jim Barr as chairman, is leading the association in its efforts to continue an open dialogue between truck manufacturers, engine manufacturers, fuel refiners and outlets and truck purchasers.

"The best way to avoid market disruptions is to provide each affected party with the information they need to make economically sound decisions," said TRALA President and CEO Peter Vroom.

In an effort to further the dialogue between the affected parties, TRALA is joining with other trade associations and the U.S. Environmental Protection Agency to sponsor next month's Clean Diesel Implementation Workshop.

The workshop, which will be held on August 6-7 at the Hyatt Regency O-Hare Hotel in Chicago, aims to address compliance and implementation issues regarding the new heavy-duty diesel engine emission standards set to begin taking effect in 2007. All



regulated or affected entities are encouraged to attend, including truck owners and operators as well as truck and engine manufacturers.

Other participants in the workshop include the Engine Manufacturers Association, the American Trucking Associations, the Manufacturers of Emission Control Association, the Truck Manufacturers Association and the California Air Resources Board.

For more information or to register for the meeting, see <http://www.epa.gov/otaq/diesel.htm#engine-workshops> or see <http://www.truckline.com.epadieselconference/>.

Information can also be obtained by calling the TRALA office at (703)299-9120.

Finance lessors getting more involved with TRALA's work

As the vehicle renting and leasing industry grows and evolves, the constituency of the TRALA membership continues to change right along with it, reflecting a healthy adaptation to developments within our industry.



**PRESIDENT'S
MESSAGE**

Today, TRALA represents a membership involved in every aspect of vehicle renting and leasing. Yes, it's certainly still full-service truck leasing and rental, but it's also finance leasing, light truck rental, trailer leasing, contract maintenance and more. Our member companies are now able to provide almost unlimited options and flexibility to customers in structuring lease, rental and maintenance products.

Significantly, finance lease companies have become increasingly involved with TRALA, both as members and coalition partners. The impetus for their greater involvement appears to be recognition of the very active role TRALA plays in representing broad vehicle leasing interests in areas such as tort reform, taxes

and environmental regulation at the state and federal level. TRALA promotes and protects its members' interests by literally following every legislative proposal that could potentially impact our businesses. Actively responding to potential threats and opportunities alike has earned us a level of respect and prominence that we justifiably take pride in.

TRALA and its leadership applaud the increasing participation of the finance leasing community and other leasing and rental interests that share our concerns and benefit from the work of TRALA. But we're not content to simply watch this involvement develop over time. Our chairman, Terry Young, is committed to working with TRALA to bring more of the stakeholders to the table so our industry's effectiveness will continue to grow.

Through active recruitment we are confident that more finance lessors and others identified as sharing our interests will join TRALA -- the strongest and most successful advocacy group in the industry.

-- Peter Vroom

Kress aims to attract younger business leaders to TRALA

There isn't much Jerry Kress hasn't done with TRALA, serving on numerous committees and as well as the 2002 annual meeting chairman. In 2003, the TRALA Board of Directors elected Kress as the association's second vice chairman.

When did you first get involved with TRALA?

It's hard for me to remember when I was not involved with TRALA. One of the plaques on my "ego wall" is for being a TRALA board member from 1988 to 1994. So I must have joined TRALA sometime before 1988, and I don't believe that I have missed a meeting since I joined - and that includes the year I showed up with a broken arm from a roller blading accident.

What is TRALA's value to the leasing industry?

TRALA is one of the strongest groups in the business world when it comes to presenting a united front. Our entire industry makes our needs known to lawmakers and wages battles to protect our ability to do commerce.

What are the biggest challenges facing the industry today?

I believe that one of our biggest challenges is attracting good young people into our business. For years, we have been talking about the need for technicians and mechanics. But as I look around our industry, I see that we are quickly becoming a bunch of "blue beards," whether it is sales people, administrative people or upper management.

Truck renting and leasing somehow does not seem to have a lot of charm as a career choice for young people today. Ask a group of MBA candidates if any one of them was considering this industry. My guess is that few of them even knew of our industry.

A FEW MINUTES WITH...



NAME: Jerry Kress
AGE: 63
TITLE: President of Carmenita Leasing in Santa Fe Springs, Ca.
PERSONAL: Married to Joanne, two grown children and four grandchildren
EDUCATION: St. Vincent College

What can TRALA members do to overcome this challenge?

What can we do about it? I think that it is incumbent for us to get in front of these kids early - at career days at schools or through contact with counselors or other high school personnel - to start sowing the seeds of interest in our industry.

Those of us who have had a successful career should be talking about what we do and the critical place in commerce that trucks and truck leasing hold.

At last year's annual meeting, you roared up to the hotel on one of your favorite toys, a Harley-Davidson motorcycle. Do you have any other adventurous hobbies?

Actually, riding my Harley is just one of many activities that give me my adrenaline highs. I love to SCUBA dive. I've climbed Mt. Whitney (14,491 feet), skied the Swiss Alps as well as most ski areas in the U.S. and Canada, white water rafted in northern California, rode dirt bike motor cycles in our local mountains, and most recently, I got my rush from a sky diving experience. And for 30 years I got plenty of exciting moments in the middle of high school football fields as a referee. My sweet, patient wife, Joanne, says that I'm 63 going on 18.

2003 TRALA VEHICLE COMING SOON



The TRALA Vehicle, the association's official buyer's guide and membership directory, is nearing completion. The book is scheduled to ship around Labor Day. This year's advertisers include:

- Allison Transmission • ArvinMeritor, Inc. • Bridgestone/Firestone, Inc. • Chevy Trucks • Eaton Corp. • ExxonMobil • Fontaine International • Freightliner Trucks • GMC Fleet and Commercial Operations • Goodyear Tire & Rubber Co. • Great Dane Trailers • Harco National Insurance Co. • HD America Parts Network • Hendrickson International • Horton, Inc. • International Truck & Engine Corp. • Kenworth Truck Company • Mack Trucks, Inc. • Michelin North America, Inc. • Mitsubishi-Fuso Truck of America, Inc. • Morgan Corp. • Ottawa Truck • Peterbilt Motors • Peterson Manufacturing Co. • R.L. Polk & Company • Quick Fuel Fleet Services, LLC • Richer Systems Group Inc. • Sterling Truck Corp. • Thieman Tailgates • Truck-Lite Co., Inc. • Volvo Trucks of North America, Inc.

Is your company interested in advertising?
 Contact Ken Silverstein at (301) 570-6664.

TRALA CALENDAR



July 17-18, 2003
EXECUTIVE COMMITTEE MEETING
 Hay-Adams Hotel in Washington, D.C.

September 22, 2003
LARRY MILLER GOLF TOURNAMENT
 Kemper Lakes Golf Course in Oak Grove, Ill.



October 8-12, 2003
FALL LEADERSHIP MEETING
 The Ritz-Carlton, Half Moon Bay, California



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

Have a question about an event?

Contact Leslie Hummel at

lhummel@trala.org or (703) 299-9120.

Have a calendar item?

Send it to Igarland@trala.org

Joining Us...



Scott Gallinger, Qualcomm's manager of industry relations, is the new contact for

TRALA members. He can be reached at (512) 288-1444 or scottg@qualcomm.com. Qualcomm is a leader in developing and delivering innovative digital wireless communications products and services.



Jost International, with manufacturing and distribution centers in the U.S., provides

innovative, quality fifth wheels, telescopic landing gears and kingpins for today's high-tech commercial vehicles. For more information contact Rich Carroll at (708) 535-2074 or rcarroll@jostinternational.com.