

inside



TRALA

September 2003

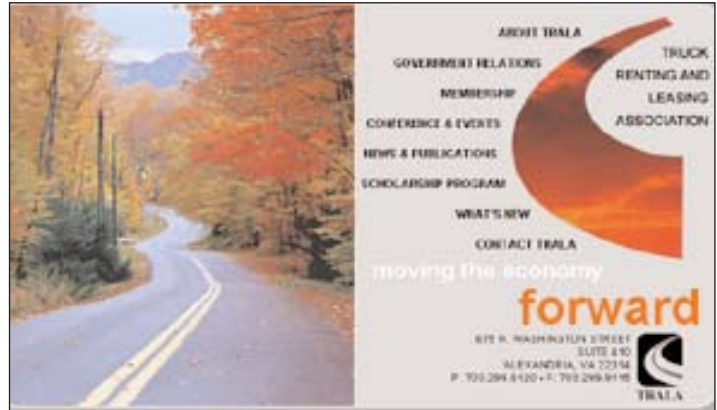
TRALA's website gets new look and more features

The Truck Renting and Leasing Association's home on the World Wide Web has a new look along with several new features to provide information to members.

The redesigned website, located at <http://www.trala.org>, launched this week. The home page, designed to complement TRALA's latest promotional brochure, gives visitors the option to visit sections with general association information or more specific sections featuring TRALA's government relations activities, conferences and events, news and publications or scholarship program.

"We are providing a highly accessible website that allows our members to quickly and easily access information about TRALA and the vehicle renting and leasing industry," said TRALA President and CEO Peter J. Vroom. "These website improvements represent another step in our efforts to give TRALA members the most sophisticated tools available to assist in their businesses."

TRALA members are encouraged to visit the site to register for a new user name and password, which will allow members to visit password-protected areas. The old user names and passwords, which were issued several years ago, were a combination of letters and numbers that were often difficult to remember, but the new system allows members to choose their own names and passwords.



TRALA's new website, located at <http://www.trala.org>, provides information on the association as well as the truck renting and leasing industry.

The TRALA Vehicle -- the association's membership directory and buyers guide-- is also online and features a new, more powerful search function. Members are also able to update their contact information online, which is immediately updated on the website for other members to access.

Anyone with questions about the TRALA website should contact Lesley Garland at lgarland@trala.org or (703) 299-9120.

President's Message

William J. Ford, TRALA's immediate past chairman and the president and CEO of NationaLease, recently announced he will retire at the end of 2003. Although he will remain involved as a consultant and board member for NationaLease, it is a significant loss for our industry. I was honored to be with Bill and his wife Sheila at the recent NationaLease meeting in Boston, where members, staff and friends recognized some of the remarkable accomplishments NationaLease enjoyed under Bill's 18 years of leadership.



FORD

TRALA is equally fortunate for the unwavering support and active participation of Bill Ford and NationaLease. Bill determined early on that a national organization representing broad industry concerns made up of colleagues and competitors alike was critical to the overall success of the truck renting and leasing industry. Most importantly, Bill's involvement went far beyond financial support - he rolled up his sleeves and took an active role in TRALA's direction and growth. TRALA would not be the same organization today without his unwavering commitment throughout the years.

Bill, thank you from all your friends at TRALA and throughout the industry for making a lasting mark during your career. We wish you and Sheila all the best, but selfishly hope to see you both frequently in your new capacity with NationaLease.

Be Part of TRALA's Success

TRALA depends on its Legal Action Fund to support many of the legislative initiatives undertaken on behalf of the industry. Last year at this time, we announced an unprecedented effort to devote every penny contributed to one goal - tort reform for truck renting and leasing at the state and federal level. TRALA used your contributions very productively. In 2003, we have gained repeal or caps on vicarious liability - which is liability without fault - in Connecticut, Florida and Rhode Island. But we're not stopping until federal law prohibits any state from imposing vicarious liability. Early this year TRALA launched a comprehensive federal vicarious liability preemption effort in Congress which has gained real momentum. But like any serious effort, it's expensive and we badly need additional funds. Join the march to victory through a contribution today. To make a contribution, visit <http://www.trala.org>.

Welcome Volvo Truck Leasing System

Congratulations and welcome to the newly formed Volvo Truck Leasing System, who will join TRALA as a new leasing system member, under the direction of Terry Dubowick. Terry will lead both Mack Leasing and Volvo Truck Leasing Systems.

--Peter Vroom

Emissions issue offers challenges, opportunities for leasing

Michael Breeden was appointed to the TRALA Board of Directors in April. He is currently vice chairman of TRALA's Associate Member Advisory Council, which acts as a liaison between the Board of Directors and supplier members.

to help keep their customers profitable. This will allow them to continue to buy new equipment and services.

TRALA also publishes newsletters and coordinates supplier/leasing customer meetings. These offer insight into specific business needs and allow relationship building with key decision makers.

When did you join with TRALA?

I've been with Cummins for 32 years. My first introduction to TRALA was in the early 1980s at the annual meetings. At that time, I had the account responsibility for many of the national and system leasing companies. I switched jobs in 1986 and lost touch with TRALA until 1999 when Charlie Bumb asked me to come back and manage our business with leasing. I accompanied him to the annual meetings and after his retirement stepped up my involvement.

Why should supplier members get involved with TRALA?

As you know, TRALA breaks down legislative and regulatory barriers for the leasing industry. Suppliers need to support these efforts

A FEW MINUTES WITH...



Michael Breeden

AGE: 55

TITLE: Executive Director, Cummins Inc.

PERSONAL: Wife Pat, two daughters.

EDUCATION: BS from Kansas

University, MBA from Indiana University

HOBBIES: Waterskiing, boardsailing, golf

How do you think the 2007 HD emissions will affect the truck rental and leasing industry?

I agree with Peter Vroom's recent assessment of the 2007 HD emission reduction as "sobering." However, I also think it offers a great opportunity to transition fleets from ownership to

leasing or contract maintenance. Unlike 2002, truck and engine manufacturers will have sufficient lead time to partner with leasing companies to provide advance experience and training. This will instill confidence in vehicle reliability and performance and allow them to access any changes to operating costs.

What is the biggest challenge facing the trucking industry?

I'd say improving profitability throughout the industry. Whether you're a manufacturer or service provider everyone's margins continue to be squeezed. Costs keep going up while the pressure remains on keeping rates low. Linked somewhat to this is the very serious issue of attracting new technicians and drivers.

What can TRALA members do to overcome this challenge?

Individually, like manufacturers, they can continue to improve their quality while becoming more efficient. Collectively, they can benefit by utilizing TRALA to minimize detrimental regulations and legislation.

Joining Us...



Saif Ahmed, head of A'ayan Leasing & Investment Company's corporate advisory unit, is the new contact for TRALA members. A'ayan caters to the huge and growing demand for Islamic financial services in Kuwait, particularly through leasing and innovative investment products. He can be reached at 011-965-804-488 x424 or sahmada@aayan.com. For more information about A'ayan, see www.aayan.com



Tom Rost, Allison Transmission's national account manager, is the new contact for TRALA members. TRALA's former main contact, Fred Bohley, has been promoted to another position within Allison. Mr. Rost can be reached at (317) 242-3341 or thomas.rost@allisontransmission.com. For more information about Allison Transmission, see www.allisontransmission.com.

IN MEMORIAM

Bernard Uhl, a distinguished dealer for International Truck and Engine Corp. and the chairman of the American Truck Dealers from 1986-1988, died on August 21 after a lengthy illness.



UHL

Mr. Uhl began his career as an independent garage operator in Palmyra, Ind., in 1946. He signed a franchise agreement with International Harvester in 1953. Uhl Truck Sales now has two full-service truck dealerships located in Palmyra and Louisville, Ky., as well as two maintenance facilities located in New Albany and Corydon, Ind.

In addition to his wife, Jeanette, Mr. Uhl is survived by his son, Todd Uhl, an Idealease member, four daughters -- Janice Monroe, Rosanne Shireman, Beth Posante and Kim Freshour -- as well as 11 grandchildren and 12 great-grandchildren.

In memory of Mr. Uhl, the family requests donations to the St. Meinrad School of Theology, 200 Hill Drive, St. Meinrad, Ind., 47557.

TRALA CALENDAR



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

October 13-17, 2004
FALL LEADERSHIP MEETING
Southampton Princess in Hamilton, Bermuda



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



September 21, 2004
LARRY MILLER GOLF TOURNAMENT
Kemper Lakes Golf Course in Oak Grove, Ill.



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