

inside TRALA

Spring 2004

Driver of the Year marks 4 million accident-free miles

After 33 years on the road with more than 4 million accident-free miles to his credit, no one would blame Thomas Edward Wrenn for thinking about retirement.

But Wrenn, who drives for Cargo Transporters of Claremont, N.C., says he doesn't have any plans to turn in his keys. Recently named TRALA's 2004 Driver of the Year, Wrenn says he's even more determined to help groom a new generation of drivers.

"My advice to younger drivers is to go to work for a company that is safety oriented and takes care of its equipment," says Wrenn, who typically spends six days on the road at a time hauling everything from vinyl siding to Krispy Kreme doughnut mix. "Working for a company like that, you can have pride in your driving and pride in your work."

Wrenn began his career thanks to a fellow employee calling in sick. Wrenn, who was loading furniture onto trucks, was asked to drive a load from North Carolina to Virginia. After just one trip, he says he was hooked.

Now, he's driven through 48 states and says his favorite part of the job is seeing the country.

Wrenn has received 11 safety awards throughout his career, including Cargo Transporters' Four Star Driver award. Wrenn is also considered a highway hero for his actions rescuing a fellow driver from a serious accident. After a truck's battery box exploded, Wrenn and another passing driver rescued the unconscious accident victim.

For the past seven years, he also served as a driver trainer, mentoring younger drivers who are just out of North Carolina's techni-



After 33 years and more than 4 million miles without an accident, Tom Wrenn was selected as TRALA's 2004 Driver of the Year. cal driver program.

"One of the reasons we selected Tom as a driver trainer is his driving ability and the professional way he handles himself not only on the road with customers but with the driving public," said Tony Pope, who as president of CT Group nominated Wrenn for the award.

As winner of TRALA's 2004 Driver of the Year program, sponsored by Goodyear Tire and Rubber Co., Wrenn was honored for his accomplishments at TRALA's 2004 annual meeting, receiving a trophy and cash prize.

2004 Industry Report Shows Significant Growth in Leasing

TRALA's 2004 Industry Report is now available, showing the latest numbers on new registrations, vehicles in operation, historical trend data and vehicle class detail.

Based on these numbers, TRALA members have every reason to be encouraged. The industry's core revenue segment -- full service leasing -- grew in 2003 by 16 percent over 2002. Perhaps more importantly, at the end of 2003 new registration market share for full service leasing compared to all other truck registration groups has risen back to more than 21 percent, which is where the industry stood during the strong economy of the late 1990s.



PRESIDENT'S MESSAGE

Certainly, an improving economy is a major factor in this impressive one-year growth, with new customers who had previously managed their own transportation and maintenance needs seeking partnerships with leasing professionals to allow greater concentration on their core business growth.

But another factor appears to be influencing a trend to leasing and is expected to influence it for many years to come. Partly in

response to new government regulations, trucks and particularly diesel engines have become increasingly sophisticated to operate and maintain, making strong partnerships between operators and service providers essential. The leasing industry has a well-established record as a service and maintenance provider offering national networks of highly-trained technicians to keep these vehicles on the road and operating smoothly.

By all reports, 2004 has gotten off to a strong start for our industry, which is not surprising given the critical support role our member companies play in bringing a variety of flexible transportation options to customers.

Truck renting and leasing companies today are structured to be extraordinarily responsive to the increasing complexities and operational risks that motor carriers must confront -- and that's what makes a good partner.

-- Peter J. Vroom

To order the report, go to www.trala.org/news-pub/report.php

Fleet operators could benefit from leasing services

Brian Hard has been a member of TRALA's Board of Directors since 1989.

You are a long time veteran of the truck renting and leasing industry. How and when did you start in the industry? How has the industry changed in that time?

I started in the industry in 1973 when I came to work for Penske.

The industry has changed dramatically since that time. The total number of companies competing may not have changed much, but the number of national companies has gone from 8 to 2, primarily as a result of consolidating acquisitions. Common carriers and logistics companies have become more capable and aggressive competitors. Customers are demanding a broader range of services and higher levels of performance to meet their customers' requirements.

There have been several mergers and acquisitions in the vehicle renting and leasing industry over the past few years, including Penske's acquisition of Rollins Truck Leasing. How has this effected the industry? How is Penske adapting to the current business climate?

I believe the mergers, acquisitions and formation of associ-

ations in our industry have increased the capability of the surviving companies and our customers are the ultimate winners.

Broader networks and higher density of service locations enable us to deliver service more effectively. Lower overheads and higher productivity provide the capital to invest in people, training, equipment, technology and new products, systems and processes.

A FEW MINUTES WITH...

BRIAN HARD



AGE: 57

TITLE: President, Penske Truck Leasing

PERSONAL: Wife Jan, children Tyler, 25, and Ashley, 23

EDUCATION: Bachelor's in management from Belknap College

HOBBIES: Golf, cars and motorcycles

Where do you see the greatest opportunities and challenges for the vehicle renting and leasing industry?

The greatest opportunities for growth in our industry are in converting fleet operators from ownership to leasing. Depending upon your definition of potential market, we have achieved something on the order of 30 percent

market penetration. There are a huge number of companies that could benefit from the services our industry provides.

What can TRALA do to help members overcome these challenges?

The major challenges that TRALA can help us with are regulatory. A level playing field versus common carriers and railroads, sound environmental and tax policy and help with the unending flood of new state initiatives.

Annual Meeting Draws 450 to Phoenix

TRALA's 2004 Annual Meeting at The Arizona Biltmore Resort and Spa in Phoenix saw strong attendance, gathering more than 450 top executives for educational sessions and business interaction.

This year's meeting, held March 31-April 4, featured industry keynote speaker Gregory Swienton, the president, chairman and CEO of Ryder System, Inc., who predicted rising revenues for leasing companies. U.S. Chamber of Commerce Chief Economist Dr. Martin Regalia told attendees the economy has been growing since mid-2001 and will continue to grow at 3.5 percent a year.

More than 50 attendees also participated in a working session with Transportation Security Administration officials before hearing an address at Wednesday's general session from TSA truck security chief Chet Lunner.

Many attendees also participated in a panel discussion that focused on maintenance budgeting as well as another panel discussion that featured the customers of leasing companies.

This year's Technology Fair featured 47 exhibit booths, up from 30 exhibitors in 2003, representing all areas of truck manufacturing and maintenance.

The meeting also featured appearances from Frank Abagnale, the inspiration for the movie *Catch Me If You Can*, as well as comedian Mark Cordes.

TRALA returns to Arizona for the 2005 Annual Meeting, which will be held April 6-10 at the Westin La Paloma Resort and Spa in Tucson.

Joining Us...



E.J. Brooks Company is the world's leading manufacturer of tamper-evident security seals and locking devices. For information, contact Richard Kirk at (973) 597-2935 or Richard.Kirk@ejbrooks.com.



Enhanced Vehicle Applications is the manufacturer of quality engineered, low cost GPS vehicle location devices designed for the truck rental and leasing industry. For information, contact Greg Taisto at (866) 634-6348 or greg.taisto@evaonline.biz.



FleetCor, the leading fleet card issuing and processing company in the industry, is marketed under a variety of private-label and proprietary brand names, including Fuelman, Gascard and FleetNet. For information, contact Vanessa Smit at (770) 263.5938 or VSmit@fleetcor.com.



Ashton Leasing leases all brands of tractors, trucks and vans to the transportation industry throughout the continental United States. For information, contact Charles Rosenbloom at (832) 601-5341 or charles.rosenbloom@eaglel.com.



SWIENTON