

United For Success



United Trailers 1st Trailer and Crew

Creating successful partnerships with their dealers has been fundamental to United Trailers since the company was established 20 years ago. When Warren Johnson founded United Trailers in 1989, he believed a key to success was to listen to the customer and focus on custom manufacturing. With that vision, United Trailers, located in Bristol, Indiana, has steadily grown to become one of the top steel-framed enclosed cargo and specialty trailer manufacturers in the U.S.

United Trailers offers a diverse product line. Trailers are available in a wide range of configurations, from 5-wide to 8.5-wide, and from 8 to 53 feet in length. Entry level, general cargo, motorcycle, ATV and snowmobile, race, and concession trailers are all available and built to fit dealers' specifications. Tag, gooseneck and fifth-wheel body styles are all available. This wide offering of products allows dealers to specialize in trailers that fit their niche market, which leads to increased profitability.

Besides offering a product lineup with a trailer for almost every need, Jim Martin, owner of Trailer Enterprises, views United Trailers' ability to adjust their product line as a clear advantage. He says, "United Trailers is constantly looking for ways to accommodate their dealers and make them more profitable. By recently developing several additional entry-level trailers, United shows they can adjust quickly and are paying attention to the current economic conditions."

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UATV



Concession Trailer



Race Trailer

From the beginning, United Trailers has focused on the custom trailer market, and still takes that business very seriously. In late 2006, a brand new, six bay 12,960 square foot options building was added to the company's campus, doubling the capacity for options work.

President Todd Bontrager states, "There are a couple of things that United does very well. We service the dealer better than the competitor and we stand behind our trailers 100 percent. We're also truly a custom manufacturer. If a customer can envision it, United Trailers can build it. This is where we really master the competition."

Randy Smith, owner of Smith Trailers and Equipment, credits many of his sales to United Trailers' focus on customization. "We have a lot of repeat customers who buy trailers for commercial applications. They have ordered customized trailers in the past, and when they order more trailers they customize them even further. United's expertise in this specialized market has helped us sell more trailers."

Martin states, "We've been a United dealer for 20 years. United's ability to customize a trailer to fit the customer's needs is second to none. Many of the guys in the options department have been with the company from the beginning, so we know the kind of quality to expect from United Trailers."

Product quality has always been a focus at United Trailers. As members of the NATM (National Association of

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Trailer Manufacturers), all trailers adhere to strict standards for quality and safety.

"The level of quality construction in a United Trailer is superior to the competition. If someone is shopping for a trailer and they spend the time to inspect the details, look at the final workmanship and fit and finish of the product, they will leave with a United," explains Martin.

Smith agrees, "We've had the lowest rate of problems with United compared to other manufacturers. I'm at United's factory a lot so I can see what goes on. A lot of the time, Todd [Bontrager] is out on the line inspecting the trailers himself to ensure the customer is getting a good product. That's something that I don't see happening with the other manufacturers."

Sponsorships within the racing industry have also been important to United Trailers' success. With founder Warren Johnson's racing background and expertise, the company focused on the racing industry from the beginning and since then has sponsored many organizations including the United States Auto Club (USAC), National Sprint Car Hall of Fame,

World Karting Association (WKA), the IRA Outlaw Sprint Series, and the Traxxas TORC Series.

In 2009, United Trailers became platinum sponsors of the NATDA. "We feel that participating at this highest level of sponsorship will help support our dealers, as well as promote brand awareness," said Bontrager. "We strongly encourage our dealers to join the NATDA and take advantage of the wealth of resources available."

United Trailers are sold in the U.S. and Canada through an independent dealer network primarily located in the Midwest and Eastern regions. Bontrager notes the importance of a solid, committed dealer network, saying: "I consider us to be a quiet company, but the bottom line is that we are more profitable and more efficient and the end result is happier dealers, which is the life-blood of our company."

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For more information please visit www.united-trailers.com