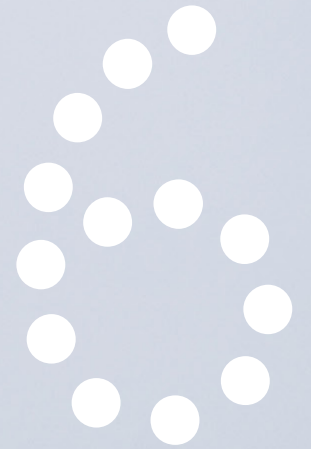




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**AMERIFLEET WHITE PAPER SERIES:**

# Six Things to Look For in a Superior Work Truck Logistics Provider

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**AMERIFLEET**



# Six Things to Look For in a Superior Work Truck Logistics Provider

## Overview

**As anyone who attended the 2016 NTEA Work Truck Show knows, current interest in “all things” Work Truck has been staggering.**

According to its most recent figures (from the 2015 NTEA show) the Work Truck Show has steadily grown to host more than 11,000 attendees from what was at first a fairly small gathering. Today it is one of the country’s “100th Biggest Trade Show,” and the 2015 show had almost 500 exhibitors (over that in 2016) from 23 countries, and more than 10 football fields worth of active demonstrations and equipment related to “all things work truck.”



*Idle work trucks sitting on a lot — or spending too much time being deployed — translate to a reduced return on investment.*

But with all of these big work trucks can come some equally big challenges for the people that own them. Challenges like government regulation, the rising cost of insurance, and even the ability to find enough drivers to meet their needs.

**But when it comes right down to it, perhaps nothing concerns work truck owners more than the ability to maximize their significant investment in their work truck assets.**

After all, work trucks are usually the most expensive vehicles in any fleet, and any day they’re not in the field is a day they’re not making money — often leaving valuable employees without the tools or transportation they need. That’s not good, especially when one considers the fact that an idle work truck can cost owners up to \$1,200 a day in lost revenue, a significant amount of money for any fleet. And when you factor in the reality that the average work truck delivery can take between three to five weeks, it’s easy to see how important work truck logistics are for any fleet or work truck operator.

To get their vehicles on the road faster — and making money sooner — work truck owners need a knowledgeable and experienced logistics partner. A partner with a proven deployment system that significantly decreases delivery times, a large network of the best DOT and CDL certified drivers, and the ability to license and title a work truck in transit so it can go straight from the upfitter to a job site where it can start making money — and earning a return — faster.

But besides speed and expertise, have you ever thought about what qualities to look for in a superior work truck logistics provider? Or, about the many ways a partner with an optimized work truck logistics offering can save you valuable time, money, and resources?

**In an effort to help identify potential work truck logistics partners, this paper takes a look at the “Six Things to Look for in a Superior Work Truck Logistics Partner:”**

## ① A Culture of Safety

**Safety. By far, it's the most important aspect of operating in the fleet space—a fact that may be even more so in the work truck space.**

According to the National Transit Safety Board, safety is the “#1” priority of trucking fleets nationwide, and an almost unbelievable six of the NTSB’s “10 Most Wanted” priorities involve truck safety. Further complicating the issue, associations like the National Truck Safety Coalition have identified the fact that there is currently a great shortage of DOT and CDL certified drivers, and that current drivers are weighed down by the “Big 3” issues of substance abuse, fatigue, and the lack of crash avoidance technologies. They believe these systems could save more than 165 lives — and avoid some 8,000 injuries — every year.

To ensure safe, timely, and cost-effective logistics, it is imperative that work truck owners partner with providers that take safety as seriously as they do ... providers who have not only a track record of safe operation, but an organization where safety is the cornerstone of everything the company does. Perhaps most important, providers should have a dedicated Safety and Compliance Team, not just employees or clerical staff who are shuffled to work part-time on safety issues, usually only when it's necessary. Work truck owners should also look for logistics providers with rigid driver training programs, and safety procedures that actually result in a reduction of accidents or incidents that can damage valuable work truck assets while in transit. In fact, studies done by the NTSB report that companies with these rigid safety programs are often as much as 40% less likely to experience fatal or injury-related accidents than companies without them.

After all, work trucks are expensive and often outfitted with what can often amount to hundreds of thousands of dollars in specialized equipment. That means the ramifications of damaging them during deployment can be costly and significant. Repairs can often take weeks and months, translating to more lost time, and a significant reduction in revenues that can negatively impact a work truck owners' return on investment.

To make matters worse, work trucks are usually massive. Moving them can generally lead to not only significant costs, but serious accidents, injuries, and sometimes loss of life. According to an article by marketing experts in a 2012 edition of Arizona Republic magazine, work truck wrecks can even damage your brand — or negatively affect customer loyalty — resulting in additional complications, lost revenue and negative perceptions.

At AmeriFleet, we understand the importance of safety, and that is why safe operation is at the cornerstone of everything we have done since we first opened the company a generation ago.

**In fact, we've safely moved more than a million vehicles — including thousands of work trucks — since first pioneering nationwide, turnkey fleet logistics a generation ago. Stacked end-to-end, that's enough vehicles to stretch all the way from Anchorage, Alaska to New York City, a significant figure that proves AmeriFleet is serious about safety.**

In addition, we're also equally serious about safe driver operation, a fact that is evident in the company's robust driver training program — and strict protocols — that have resulted in fewer and fewer accidents every year we've been in business.

To illustrate our commitment, the AmeriFleet team is proud of our “best-in-class” safety record for the least accidents per million miles driven. And because of our history of safe work truck operation, AmeriFleet is able to secure higher insurance liability coverage. This means our work truck customers get the added benefit of higher coverage at a lower cost, further safeguarding their valuable investment and assuring that in the rare event something should happen, they're covered for the full value of not only their work trucks, but damages to others as well.





## ② A Turnkey Offering

As anyone in the work truck space knows, the key to maximizing the return on one's significant investment often depends on how quickly one can deploy — or simply move — work trucks when the need arises. After all, if a work truck isn't actually moving, then it's not actually making money. And the longer it sits, or the more time it spends being moved or deployed, the longer it's not generating revenue.

**But when it comes to deploying work trucks quickly, safely, and without delay, there really aren't a lot of options.**

By practice, traditional work truck deployment can take weeks and sometimes even months. That's because, for the most part, work trucks go from the OEM to the upfitter and then "back" to the OEM before being deployed directly into the field — a tactic that adds steps and time to what is already a cumbersome and often needlessly long process.

And when it comes to the necessary logistics behind simply moving your work trucks from place to place, the process can be equally as difficult. Frequently, it takes work truck owners longer than anticipated, forcing them to scramble as they move drivers and assets.

But at AmeriFleet, we've perfected work truck deployment by streamlining the process and eliminating unnecessary steps. AmeriFleet significantly reduces deployment time by delivering vehicles straight from the upfitter directly to the field where they can start making money immediately. This turnkey process improves delivery times by as much as 60% over traditional deployment methods, which at as much as \$1,200 a day can mean a significant amount of lost revenue for any work truck owner or fleet.

*AmeriFleet deploys work trucks no matter what the conditions — even to places as remote as the Yukon, where one of our drivers snapped this shot of a local bison.*



## ③ The Ability to License and Title While in Transit

For anyone who has ever handled logistics for highly specialized work trucks, it's obvious that the effort to get them on the road faster — and making money sooner — comes down to a lot more than simply moving them quickly or efficiently. And while a highly optimized strategy and process are essential to decrease the time and reduce headaches involved with work truck logistics, they're hardly the only ways to streamline the process of deploying or moving these important assets. In fact, there are a number of factors that can negatively impact the logistics process that one might never consider, including government compliance issues, the necessity of delivering assets to far-off and hard-to-reach destinations; and even threats from such unknown factors as weather and wildlife.

But as anyone who's ever owned a work truck or handled work truck logistics can tell you, the one thing that has the biggest potential to slow any deployment is the licensing and titling aspect of the process. After all, deploying a work truck is one thing, but making sure that the work truck is 100% compliant and ready to roll from the moment it arrives at a work site is an entirely different story. In order for that to happen, the work truck has to be licensed, titled, and completely compliant before it can hit the streets. If that hasn't occurred prior to arriving on a job site, then that work truck will sit idle until it's compliant — a process that can take days, if not weeks, and cost thousands of dollars.

As the leader in fleet logistics for a generation, AmeriFleet has figured out a way to streamline the licensing and titling process, assuring the work trucks they transport are compliant and ready to start working the day they are delivered into the field. To accomplish this, the team at AmeriFleet has developed a highly specialized work truck compliance process. One that lets us license and title a work truck in transit so that it is ready to start rolling — and making money — the very first day on the job. This process allows us to work out all compliance issues in transit so there's no barrier to earning the maximum return on your significant work truck investment as early as possible. In most cases, that can mean thousands and thousands of dollars in additional revenue, not to mention the ability to avoid such other negative aspects as driver downtime, or the need to shuffle assets and drivers until work trucks are compliant.

*Only AmeriFleet can license and title work truck assets en route so they're ready to start making money the day they arrive on the job.*

## 4 A Network of The Industry's Best Drivers

Finding top-notch DOT and CDL certified drivers-licensed drivers with the experience and know-how to move work trucks has not only been getting harder for work truck owners, but for the entire fleet world as well.

In a feature that appeared on CNN earlier in 2016, according to the American Truckers Association (ATA), there was roughly a 30,000 shortage of DOT and CDL certified drivers in 2014; a figure that is expected to explode to a shortage of 239,000 drivers by 2022. For the most part, the ATA sees regulation, low pay, and a lack of interest from young people as the main reasons in the declining number of qualified drivers, but difficulties don't stop there. Even industry giant Swift Transportation — the nation's largest employer of DOT and CDL certified drivers — complained in its 2014 Q2 earnings call that a shortage of drivers was leading to a reduction in revenues in certain business units.

### **So what's a work truck owner or fleet to do when it needs valuable assets moved quickly, safely and cost effectively to locations in even the most remote places in North America?**

For most fleets, tying up valuable employee drivers is not an option. After all, most work truck outfits are short staffed as it is, with experienced, knowledgeable drivers at a premium. In most cases, they simply don't have the time to stop executing regular duties to provide work truck logistics in addition to the work they already have. To alleviate the pressure, fleets need an experienced work truck logistics partner, one with a network of top flight DOT and CDL certified drivers ready to roll at a moment's notice.

At AmeriFleet, we understand the frustration fleets feel when they can't find the right drivers to deploy work trucks quickly and safely. After all, what fleet manager or business owner wants to look out the window and see valuable assets sitting idle on the lot, void of income? And how many can stay in business — much less make a profit — if they can't find meaningful solutions to their work truck logistics need?

To solve this age-old problem, AmeriFleet has developed a robust and active stable of knowledgeable DOT and CDL certified drivers that can deploy work truck assets at a moment's notice. In fact, we'd like to think our driver network is the best in the business, with literally hundreds of skilled work truck operators plying North American highways every year.

And with AmeriFleet, you can trust that our network of skilled work truck drivers has been properly vetted and stringently trained. Perhaps even more important, we only partner with drivers who understand the unique challenges of operating work trucks. Drivers who are knowledgeable when it comes to the safe operation — and timely delivery — of what is usually the most expensive assets in any fleet. And at AmeriFleet, we pay work truck drivers better than almost any logistics provider, safeguarding your valuable assets and assuring we're providing the kind of partnership that can get trucks on the road faster — and making money sooner.



*AmeriFleet has a wide-spread network of top-notch DOT and CDL certified drivers ready to move at a moment's notice.*



## 5 Superior Size and Scope

Operating in the work truck space is not for the faint of heart. Investment can be steep, equipment expensive, and the ins-and-outs difficult — if not impossible — to successfully navigate. Often, operations can be far flung and work sites difficult — if not impossible in some cases — to reach easily. To be successful, work truck operators need not only skill and expertise, they need knowledgeable and committed partners that can meet a wide range of needs economically and expediently.

### Perhaps nowhere is this truer than when it comes to work truck logistics.

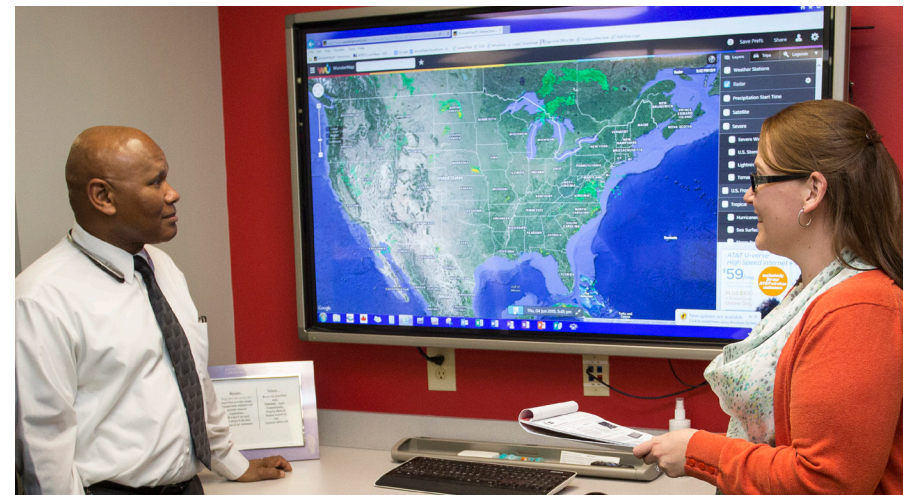
After all, quickly and efficiently deploying and moving work trucks is the cornerstone of maximizing the return on investment in these often massive and costly vehicles. Those that do it correctly benefit because their trucks spend less time sitting around, and more time in the field making money. That means not only more revenue, but less downtime, which can negatively impact not only the return on investment, but ultimately the bottom line.

### But what can a work truck owner or fleet do when their operation is far flung and their resources limited?

To make the most of its valuable investment — and to ensure it will have the ability to quickly and efficiently deploy and move work trucks — companies need logistics partners with the size and scope to get things done anywhere, anytime. Partners that not only have the expertise, but the physical operations and a myriad of locations it takes to get work trucks in service faster, and making money sooner.

At AmeriFleet, we're not only the leading — but the largest fleet logistics company in North America. Today, we have more than 70 dedicated corporate locations ready to serve customers with a world-class offering in every corner of the United States, Canada, and Puerto Rico — a claim no other work truck logistics provider can make.

For work truck owners, this means the ability to quickly, efficiently and cost effectively deploy and move work trucks anywhere, anytime, and anyplace. It also means they can count on a seamless experience from a knowledgeable partner that can do things other providers can't hope to accomplish. And, a partner that truly cares about what's important to them — maximizing return on investment, safeguarding valuable assets, and keeping them on the road — and making money — as often as possible.



*Only AmeriFleet has the size, scope and experienced team members to instantly effect moves in every corner of the United States, Canada and Puerto Rico.*

## 6 A Track Record of Thought Leadership, A History of Success

Finding the right work truck logistics partner can be difficult — if not impossible — for some work truck owners. Often, providers come on the scene and disappear quickly, while other suppliers can be hard to gauge because they're often involved in a myriad of services and are unreliable. To guarantee success, work truck owners need a logistics partner that not only knows their “stuff,” but one that has an impressive track record of success that assures work truck owners that they will be there for the long haul.

At AmeriFleet, we understand how the uncertainty surrounding work truck logistics can upset the delicate balance of any successful operation. After all, if a work truck operator can't quickly and easily deploy and move assets, it's a good bet it's not maximizing the return on what usually is a significant investment in not just its vehicles, but its entire work truck operation.

To achieve “peace of mind” while ensuring the maximum return on its investment, work truck operators need partners who have not just a track record of successful work truck and fleet logistics, but a plan for making them even better in the future.

### **At AmeriFleet, we'd like to think we're that kind of partner.**

As the company that pioneered the modern fleet logistics industry a generation ago, no one has more experience moving vehicles! Many of our people have been with the company since the day we opened. That means customers benefit from not just a wealth of knowledge, but a “can-do” attitude that permeates everything we do — especially in the work truck space. We're serious about maximizing work truck investments, and we have a track record of going the extra mile that has gained a loyal following in every corner of North America!

## Summation

When it comes to work truck logistics ... owners, operators, and fleets obviously have a lot of choices in a partner, and a lot of ramifications depending on who they choose. You can choose traditional work truck deployment that can take unnecessary time and keeps your valuable assets from making money sooner. Or you can choose a turnkey logistics service provided by an experienced, knowledgeable partner with a track record of leadership, the industry's biggest network of quality drivers, and a streamlined process specifically designed to have work trucks on the road faster — all maximizing return on investment.

### **The choice is yours.**

AmeriFleet has been North America's leading provider since first pioneering nationwide fleet logistics a generation ago. Today, AmeriFleet offers a suite of five highly specialized services for the fleet industry, including Transport, Licensing, Storage, Project Management, and our best-in-class Work truck services. Built on a turn-key process that reduces the time it takes to deploy a work truck so it can start making money sooner, AmeriFleet is the logistics partner work truck owners can count on to help maximize their investment. With a network of safe, properly-vetted DOT and CDL certified drivers and a track record of safety that includes over a million safe vehicle moves. And with 70 locations, AmeriFleet is the only provider with the scope and scale to quickly and easily handle any logistics need — anywhere in the United States, Canada or Puerto Rico — in hours instead of days.

**To find out more, go to our website at [www.amerifleet.com](http://www.amerifleet.com) or call us at 800.728.9235**



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