



# THE ADVANTAGE

July-October

INSIDE THIS ISSUE:	
<i>Company Update</i>	2
<i>Sales Record set in May</i>	2
<i>Tops in F&amp;I Sales</i>	2
<i>Associates on the move</i>	3
<i>Charlotte receives Volvo Parts Award</i>	3
<i>Hattie's Corner</i>	3
<i>Class 8 Sales Rise Again</i>	3
<i>Volvo's Symbols of Excellence</i>	4

## A CUSTOMER SPEAKS UP ABOUT LEASING

**Facilicon** President, Jerry Shearer, is an expert in office systems. When he established Facilicon in 1992, he brought 25 years of experience in office systems to the table. Trucks were a necessity, but a hassle. He decided from the beginning to lease his trucks so that he could focus on his core business.

Shearer and his team of installers started off with a 14 foot cabover straight truck from Advantage Truck Leasing. "My guys do installations and moving, not truck maintenance," Jerry stated. It wasn't very long before Facilicon's truck needs changed, and Advantage Truck Leasing was there to help. They exchanged their 14 foot truck for a larger one. Then, an additional 24 foot straight truck was added as his business continued to grow.

The benefits of full-service Leasing have not gone unnoticed by Facilicon. Jerry likes the fact that every few years he is able to get new equipment to his specifications. "We have

our own box specs, with rows of E-track at two and three feet", says Shearer. "When you have a desk that is 30 inches tall, just having a row of track at three feet won't work." Facilicon's trucks are also equipped with chrome bumpers and alu-



minum wheels to further enhance their corporate image. "I see other trucks running that look like they have been patched and could break down or fall apart any minute...and some that literally have!" full-service leasing alleviates those truck related headaches. If a truck related issue arises, Facilicon calls on Advantage and the

issue gets resolved. Also, leasing provides Shearer with a known monthly cost to operate his fleet of trucks.

Today Jerry has two offices located in Charlotte and Raleigh, NC. His fleet has grown to five straight trucks, all on full-service lease with Advantage Truck Leasing. He also has a few company owned cargo vans. In addition to office systems set-up and installation, they have expanded their services to include total office relocation, warehousing and asset management, "business smart" office design, furniture brokerage, and furniture refurbishment services for businesses all over the Southeastern United States.

We're excited by the growth and success of Facilicon, and plan to be at their side providing their transportation needs as they continue to grow.



Charlotte, NC  
Durham, NC  
Elm City, NC  
Hickory, NC  
Rocky Mount, NC  
Greenville, SC

## HICKORY RECEIVES VOLVO PARTS SALES AWARD

The Hickory location of Volvo and GMC Truck Center of Carolina was honored with an award by Volvo Trucks North America for Outstanding Parts Sales in 2003! Don Boring, who leads the Parts effort in Hickory, indicated parts sales

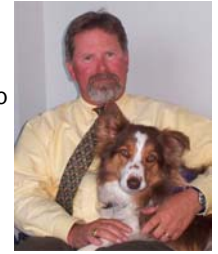
increased last year primarily due to direct customer contact by members of the Parts team, along with improvements in local stocking levels.

Congratulations to Don and the team for achieving this award!



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## COMPANY UPDATE (By Terry Young)

Our company is surrounded by so much great news that I'm not sure where to start! But Here Goes:

1. **March** was:
  - ◆ The second best month in the company's history
  - ◆ A record month for Charlotte Service
  - ◆ A record month for Rental. Lease signings were extremely strong
  - ◆ Outstanding for New Trucks - 193 units delivered
  - ◆ A great month for Parts. They continue to focus on making their goals for the year
2. The company was well ahead of plan for the first quarter
3. Freight recovery by our Parts Team has been the best ever.
4. Rocky Mount's first quarter was profitable - showing good progress and ahead of plan for new and used trucks.
5. Used Truck Business overall continues to pick up - the biggest challenge is buying good, low mileage units.
6. Our Accounting group did a great job closing year end books. They received a green light from our Accounting firm - no changes when audit was complete.

**April** was not the record month that March was, but it was still a good month. New truck, lease and rental, and Used Truck - especially Hickory Used Truck - all had terrific months.

**May** was another very strong month...even better than April, and **June** shows continued strength at all locations.

As we close out the first half of '04 our total company is well ahead of plan. In fact, we are running at levels we have not seen since 1999! Rocky Mount, Hickory, Greenville and Charlotte are all ahead of plan.

Company-wide, New Truck, Lease/Rental and Used Truck Operations are outpacing their budgets. Charlotte Service is well ahead of plan with others in Parts and Service very close to budget and getting stronger every day.

The economy is our friend again. Freight is moving. Trucking companies are profitable and their trucks are old - needing work or replacement. This all means good things for us. The new higher levels of business we are enjoying still require our competitive and thoughtful attention. Everybody wants their piece of a bigger pie.

I continue to be so proud of everyone. We navigated the recession extremely well. It was tough - but we showed our strength and we are well positioned to take advantage of this improving market.

The news is pretty positive. We are growing. We have great people and there is more opportunity.

Let's enjoy the higher business level, satisfy our customers both external and internal and beat competition every chance we get!

Thanks,

*Terry*

*"Our Company is well ahead of plan"*

*"The Economy is our friend again"*

### Recruitment Bounty



Remember, the company pays **\$500** to non-supervisory personnel who successfully recruit a new employee to the company!

See Barbara Small for details.

## SALES RECORD SET IN MAY



Les Frye, Used Truck Manager, Hickory, has been in the industry for 35 years, and with the Hickory team for 14 years. While road tractors make up the major-

ity of used truck sales in Charlotte, the Hickory market calls for vocational units and single-axle tractors. And, this is Les's area of expertise - he has that uncanny ability to "find" what his customers are looking for. He is so good at this, in fact, that May, 2004, was a record used truck month for Les and the Hickory location.

**Way to go Les!!!**

- ☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆
- ☆☆ **Tops in F & I Sales** ☆☆
- ☆☆ Feb. - June ☆☆
- ☆☆ **Used Trucks** ☆☆
- ☆☆ Feb. - **Tim Hovis** ☆☆
- ☆☆ March - **Benny Templeton** ☆☆
- ☆☆ April - **Benny Templeton** ☆☆
- ☆☆ May - **Tim Hovis** ☆☆
- ☆☆ June - **Lenny Doyle** ☆☆
- ☆☆ **New Trucks** ☆☆
- ☆☆ Feb. - **Phillip Minter** ☆☆
- ☆☆ March - **Bruce Stadler** ☆☆
- ☆☆ April - **Bruce Stadler** ☆☆
- ☆☆ May - **Phillip Minter** ☆☆
- ☆☆ June - **Bruce Stadler** ☆☆
- ☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆

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## ASSOCIATES ON THE MOVE

Please join us in welcoming these new team members:

- ◆ **Sean Baity** - Charlotte Service
- ◆ **Jack Brunk** - Charlotte Parts & Service
- ◆ **Doug Cantrell** - Hickory Service
- ◆ **Lenny Doyle** - Charlotte Truck Sales
- ◆ **Ken Griffin** - Charlotte Parts
- ◆ **James Henneborn** - Hickory Parts
- ◆ **Eddie Justice** - Hickory Service
- ◆ **Tommy Lambert** - Charlotte Body Shop
- ◆ **Devin Newlon** - Greer Lease & Rental

- ◆ **Jason Smith** - Rocky Mount Parts
- ◆ **Dewey Turner** - Charlotte Body Shop
- ◆ **Tuong Duc Van** - Hickory Service
- ◆ **Scott Whisnant** - Hickory Parts

Also, congratulations to those associates who have had the following promotions or transfers:

- ◆ **Bob Hill** - Charlotte Warranty Administrator
- ◆ **Steve Schmotzer** - Greer Lease and Rental Branch Sales Manager
- ◆ **Kevin Watson** - Charlotte Body Shop Manager

## CHARLOTTE RECEIVES VOLVO PARTS SALES AWARD

The Charlotte location of Volvo and GMC Truck Center of Carolina was honored with two awards by Volvo Trucks North America for Outstanding Parts Sales in 2003! The awards were for "Quota buster" and the

"Multi-Million Dollar Club".

We offer our Congratulations to all the hard work and dedication of our Parts Department for achieving this prestigious award!

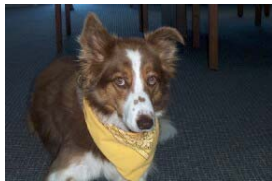


## CLASS 8 SALES RISE AGAIN

U.S. Retail sales of Class 8 trucks in May rose 28.8% from a year earlier, making total 2004 heavy-duty sales 44.5% higher than the first five months of 2003.

It was the seventh straight month of double-digit increases in sales, providing additional evidence of the reawakening of the sector. All major truck and engine makers have added workers to meet the surging sales.

Source: Transport Topics  
By: Mindy Long, Staff Reporter



## HATTIE'S CORNER

### Free Money?!? Did I hear you say Free Money?!?

As you know, I spend a lot of time just lying around the office. You may think I'm sleeping, but you can bet.....I'm listening!

From what I hear, some of you are not taking advantage of the company's **free benefits** - the 401K match. The company matches dollar-for-dollar the first 2% of wages you put in to a 401K Retirement Fund up to a maximum of **\$1,000 per year!**

Our 401K is handled by TransAmerica, one of the largest investment and money management firms in the country. The plan has several different options for investing - from safe cash investments to high-risk stocks, and everything in between. You can log in to your personal account on-line, move money around, see its growth, look at other investment options, etc., any time of the day or night.

In June I had my sixth birthday, (that's like you being 42), so retirement is just around the corner. I'll need money to fund my expensive ball machine habits. How about you?

You can sign up to begin contributing to your retirement 401K at any time - just contact Barbara Small.

It's time to start collecting that **Free Money!!!**

Take care,

*Hattie*



## SPOTLIGHT ON TRAINING

Leading the effort to further enhance our high level of customer service, the following employees have completed training courses since our last issue of *The Advantage*. Congratulations to each of them on jobs well done!

### Volvo Advanced Electronics

**Brian Helms**, Charlotte  
**Mick McDonald**, Charlotte

### GM Medium-Duty Sales Training

**Mark Driver**, Rocky Mount  
**Maynard Kline**, Charlotte  
**Nancy Travis**, Charlotte

### Leadership Development

<b>Jim Beach</b>	<b>Stretch Laton</b>
<b>Scott Carter</b>	<b>Doug Miller</b>
<b>Dale Helms</b>	<b>Dale Smithey</b>
<b>Bob Hill</b>	<b>Kevin Watson</b>
<b>Irene Horneber</b>	<b>Catherine Young</b>

### Microsoft Excel - Intermediate/Advanced

<b>Dawn Brown</b>	<b>Crystal Marlow</b>
<b>Randy Cantrell</b>	<b>Luann Morgan</b>
<b>Tim Fagan</b>	<b>Bonny Napier</b>
<b>Teresa Flowers</b>	<b>Linda Parrish</b>
<b>Cynthia Haggard</b>	<b>Jay Patel</b>
<b>Robert Harrill</b>	<b>Randy Patton</b>
<b>Bob Hill</b>	<b>Barbara Small</b>
<b>Irene Horneber</b>	<b>Roger Ward</b>
<b>Carol Ann Mabry</b>	<b>Catherine Young</b>

*"It's time to start collecting that free money!"*



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Greenville, SC

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## VOLVO'S SYMBOLS OF EXCELLENCE

On June 30<sup>th</sup> our Charlotte and Hickory locations were reviewed for Volvo's Symbols of Excellence Program. "Symbols of Excellence" is an independent assessment of dealership performance on key business processes. An auditor is sent in to the dealership and we are reviewed and scored against a set of criteria that represents the best industry practices. In fact, there are 212 standards measured during the review, with 17,410 total points available. For each of those standards, the Volvo auditor either reviews documentation or observes the activity, and the standards are divided into a variety of categories that represent all aspects of our business. This process is very detailed, requires a great deal of work on our part, and is done at every Volvo dealer in the country.



The purpose of the program is to assist us, as a dealership, in establishing the best practices in all aspects of our operations. As Teresa Flowers, V.P. Finance and Administration says, "We want to be the best, and the only way to be the best is to see how we compare to other dealerships." If areas are found to be weak, we recognize those as opportunities for improvement. Any improvements we make as a result of this program should improve overall customer satisfaction, as well as our bottom line.

In this review we just com-

pleted we are excited to report a score of 95%. That's truly a fantastic score. We want to send out a very special "THANKS" to everyone that participated in the prep work. As you can see by the score, it was time well spent!

Note: The Rocky Mount review is scheduled for August 12 -- we'll report on that in the next issue of *The Advantage*.



Charlotte, NC Facility



Hickory, NC Facility