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Volvo and GMC Truck Center of Carolina
and Advantage Truck Leasing

THE ADVANTAGE



March - June, 2006

FREIGHTMASTER - OUR NC GEMSTONE

Most of the publicity associated with the Taylorsville/Hiddenite area in the foothills of North Carolina revolves around high quality gemstones. This story is no exception, although the colors involved are black and white rather than emerald green. These are the company colors of the highly successful regional carrier Freightmaster, Inc., operated by Max Bumgarner and Max Bumgarner Jr.

The Bumgarners, in their discussions with Phillip Minter, Fleet Account Manager, explained their philosophy for a small carrier to be successful in a highly competitive environment. They believe that image, fuel efficiency, experienced drivers and meeting customer delivery expectations are all extremely important.

“ . . . First and foremost, the trucks represent our company image, so not only is the styling important , but keeping the fleet clean makes a statement that we’re a quality carrier. Operationally, we must keep our expenses down, and right now, those



are being driven primarily by fuel costs. Today, no other regional carrier is getting better fuel efficiency than we are, so our decision to buy Volvo trucks has proven to be strategically sound. But even with costs in line, we can’t maintain our customer base unless we deliver the freight undamaged and when promised. This means that, outside of regular maintenance, the trucks have to stay on the road, and the Volvo product

meets all of our expectations. And, we keep our drivers happy by providing a high quality, quiet, and safe driving environment with the Volvo truck.”

Operating in the east coast corridor, hauling furniture and general freight, the Bumgarners’ trucks are distinctive with their black and white striping. And when the sun reflects off the cab, you know there is more than one definition for a gemstone!



Max Bumgarner, Jr. & Max Bumgarner

“PRETTY WORK” (BY TERRY YOUNG)



Here we are, already in the first part of 2006 – and the weeks are flying by! We haven’t had a moment to celebrate our successes, much less thank everyone for their efforts during 2005.

Our people across all locations have worked hard and smart. It showed in the record performance for the overall company last year. I am especially proud of Advantage Truck Leasing for outstanding growth and contribution. Parts company-wide did especially well. Service, Charlotte had a year to be proud of...it’s just great to see their improvement each year!

As we navigate the early part of 2006, all sectors of our business are ahead of the same time last year. In particular, Used Trucks, Leasing, New Trucks and our Collision Center have all

gotten off to a very fast start.

The economy is good. It’s great that business is so strong, but with that comes new challenges. The most important challenge...satisfying customers. That is why we exist! We are moving fast, working hard, growing... but let us all remember to spend an extra moment with each client, say “Thanks,” ask, “What else can I do for you?”

And, let’s not forget our suppliers. They are also pulling out the stops to help us get what we need. Without their support, we have little chance of satisfying our customers.

So the bottom line...“Thanks” to everybody for a terrific 2005 and for the fast start in 2006. Let’s all be humble in our success, respectful to our co-workers and thankful for our loyal customers.

The Truck Experts

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

www.volvoandgmctruckctr.com

HICKORY CREAM RISES TO THE TOP

Hearty congratulations go out to **George Serra, Crystal Marlow** and the **Hickory team of professional technicians**. They received high praise from Lowry Livestock and Colonial Freight Systems recently for their up-front communications, quality of work, and dedication to finishing the job on time.

According to Ray Floyd, V.P. of Colonial Freight Systems, "Your Hickory Service Department truly understands customers' needs and gets us back on the road quickly." And, Scott Lowry, owner of Lowry Livestock said, "they go above and beyond the call of duty."



A great effort everyday just makes the "cream" sweeter!

MEDICAL BENEFITS COST REDUCED 10%

Yes, you read that correctly – unheard of in today's health environment. And that's not the only good news for our Company Associates for 2006! The list below highlights some of the more impressive improvements in this new program:

- The provider network of hospitals and doctors is much bigger
- Total out-of-pocket maximums are less than 2005 (from \$4,000 to \$2,000 for individuals; from \$8,000 to \$6,000 for families)
- Elimination of hospitalization co-pay

- Wellness benefit increased from \$200 to \$300
- Medicare Supplement option
- Health Savings Account option
- Retention of \$5,000,000 lifetime maximum

All of this came about through a massive project led by David Delman, and was effective February 1, 2006. To get these improved benefits at a lower cost did require changing from Strategic Outsourcing to CheckMate. Awareness meetings



were held at all company locations in early January, followed by lots of forms and paperwork. According to David, "... the transition went smoothly, with few challenges. So far, CheckMate has proven to be an excellent vendor and business partner ..."

If you have questions about the new coverage or the new PEO, call Barbara or David.



TOPS IN TRUCK SALES

Each year, both Volvo and GMCT recognize and reward the top selling Salespeople in the country with the Volvo "Master Sales Leaders" program and GMCT's "Winner's Circle" program. We are so proud to have 8 winners right here in our organization. Please join us in congratulating these very special Sales Professionals who earned these prestigious awards!



GMCT Winner's Circle
(from left)
Maynard Kline - Century Club
Nancy Hammond-Travis - Gold
Mark Spittel - Gold

Volvo Master Sales Leaders (from left)
Phillip Minter
Bruce Stadler
Jim Beach - Gold Level
Roger Ward
Jim Measmer



KEEP IT IN THE FAMILY



It speaks well of the Company if our associates drive the products we sell and service. If you are interested in buying either a new or used GMC vehicle, we can provide assistance. "Employee Pricing", as advertised by GM, brought the house down on sales to

the general public, so by itself it is a pretty effective and competitive price point. And for our Company Associates, we will further reduce the purchase price on a new GMC. If it's a used GMC vehicle you're interested in, we will provide enhanced pricing on

stock vehicles, or we can go to the auction and buy what you're looking for at a very low cost.

Contact Roger Ward for new and Rick Coode for used. And, you can see Luann to compare financing options!

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The Advantage

Tops in F & I Sales

October '05 - January '06

Used Trucks

Oct. - **Lenny Doyle**

Nov. - **Benny Templeton**

Dec. - **David Alexander**

Jan. - **Tim Hovis**

New Trucks

Oct. - **Phillip Minter**

Nov. - **Phillip Minter**

Dec. - **Phillip Minter**

Jan. - **Bruce Stadler**

Great Job!!!

THE WINNERS!! **J.D. POWER**
AND ASSOCIATES®

The results are in for the 2005 J.D Power Customer Satisfaction Studies and we have some clear winners! Below are the awards granted to our family of trucks:

Volvo - Ranked #1 in customer satisfaction in the vocational segment, "work trucks." According to the study, "Volvo leads the vocational segment in the factors for quality, ride/handling/braking and interior."

GMC - Ranked highest in Customer satisfaction with Medium-Duty Truck Dealer Service

GMC - The Sierra HD was awarded "Highest Initial Quality" in its segment

GMC - The Yukon/Yukon XL - Led its segment in "Long-Term Dependability."

Happy
Birthday!!



March

- 1 - David Noblitt
- 5 - Jada Knox
- 9 - Darryl Trull
- 12 - William Noxon
- 17 - Bobby Hackney
- 17 - C W Little
- 20 - Lenny Doyle
- 21 - Steve Wilcek
- 28 - Leon Porter
- 30 - Danny Haneline
- 30 - Larry Moneymaker

April

- 4 - Crystal Marlow
- 8 - Robert Blair
- 8 - John Little
- 11 - Chuck Jackson
- 13 - O'Neal Presley
- 18 - Mike James
- 19 - Luis Gonzalez
- 20 - Debbie Sloop
- 24 - Jeffrey Grimes
- 27 - Jimmy Jernigan
- 28 - Mary Kirby
- 29 - Charles Lynch

May

- 1 - Jim Brendle
- 1 - Jesse Chandler
- 4 - Dawn Brown
- 5 - Danny Love
- 11 - Irene Horneber
- 28 - Bonny Napier
- 31 - David Delman

June

- 1 - Joe Lemasters
- 3 - David Baum
- 9 - Wayne Daggett
- 12 - Jim Henneborn
- 12 - John Payne
- 14 - Roger McConnell
- 21 - Jim Dyer
- 22 - Matthew Parris
- 27 - Arnold Starnes

SIX FOR SIX

Say "physical parts inventory" in the truck industry and you're guaranteed to hear groans (just think about counting a Vidmar bin full of brass fittings!) Inventories take lots of preparation . . . followed by a massive, complex and multi-faceted process.

Over three weekends in January, with Chuck Jackson as "point" person, all Dealership and Leasing locations were counted by J & B Amos Inventory Services of Clayton, Georgia. According to Rick and Sharon Spivey, owners of the inventory service, "overall preparation and paperwork this year was the best in the eleven years we've been



responsible for this annual project."

So, what do we mean by "**Six for Six?**" When the final results were tallied, all **six** locations had inventory "pick-up," meaning the value of parts on the shelf exceeded book value. That's quite an accomplishment . . .remember the word "massive" in the opening sentence? -- 139,143 parts, representing 17,412 part numbers were countedMind boggling!

**Dealership Awards
2005**

- #4 Volvo Truck Dealer in the U.S.
- #12 Volvo Parts Dealer in the U.S.
- #6 Volvo Engine sales in the U.S.
- #9 Volvo Commercial Finance Dealer in the U.S.
- #14 GMC Commercial Truck Dealer in the U.S.
- One of twenty dealers honored as Volvo CEO Club award winner

WELCOME ABOARD

A hearty "WELCOME!" is sent out to all our newest team members. We think we've got a great team and now with your help, we can become even better!

- ♦ **Mike Alley** - Charlotte Parts
- ♦ **Judy Buchanan** - Charlotte Admin.
- ♦ **Luis Gonzalez** - Ch'l't. Truck Sales
- ♦ **Jimmy Hales** - Rocky Mount Service
- ♦ **Joanie Holloman** - Rocky Mount Parts
- ♦ **Jimmy Jernigan** - Rocky Mount Parts
- ♦ **David Noblitt** - Charlotte L & R
- ♦ **Matthew Parris** - Ch'l't. Collision Ctr.
- ♦ **Keith Pitman** - Hickory Service
- ♦ **Kyle Thompson** - Collision Ctr.
- ♦ **Robert "Junior" Tucker** - RM Parts
- ♦ **Joe Vaughan** - Charlotte Service



HEADQUARTERS
3880 Jeff Adams Drive
Charlotte, NC 28206
704.597.0551

We're on the Web !!!
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*Coming in the
Next Issue.....*

☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆
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☆☆ *Volvo* ☆☆
☆☆ *Master Tech* ☆☆
☆☆ *Achievers* ☆☆
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Charlotte, NC
Durham, NC
Elm City, NC
Hickory, NC
Rocky Mount, NC
Greenville, SC

The Truck Experts

ASSOCIATES ON THE MOVE

Congratulations to those associates earning the following promotions or transfers since the last edition of *The Advantage*.

- ◆ **Bob Etherington** - Director of Sales, Advantage Truck Leasing
- ◆ **Roger McConnell** - Customer Service



SPOTLIGHT ON TRAINING!

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

Eaton FR Transmission
Stan Degraw
Tracy McDaris

GM 6.0/8.1L Gas Engine
powertrain controls
Maurice Barfield

GM Chassis, Suspension &
Power Steering
Thomas Armstrong

GM Duramax 6600
Thomas Armstrong
Maurice Barfield

GM Isuzu Man. Trans/Driveline
Thomas Armstrong

GMCT 6.0/8.1L Gas Engine
Justin Marlow

GMCT Aisin Transmission
Justin Marlow

GMCT Brakes
Barry Moore

GMCT Steering/Suspension
Kirk Behring
Barry Moore

Volvo Advanced Electrical &
Diagnostics
Marc Scott

Volvo Parts System
Steve Cannon

Volvo V30 Electrical
Cecil Hawthorne
Mick McDonald
Doug Payne

*“The Beautiful thing about
learning is that no one can
take it away from you”*
B.B. King