

THE ADVANTAGE



July - October, 2006

VOLVO GETS HIGH MARKS FROM ROUSH RACING

"America's sportNASCAR represents the cutting edge of image and technology", says Steve Loyd, Director of Operations for Roush Racing in Concord, NC.



"Maintaining competitive standards, while focusing on image and technology consistent with the Roush mission statement, is a responsibility taken seriously by everyone working for the company."

Roush Racing is constantly under the spotlight by sponsors, the news media and fans, and all three give them tremendous support across the nation because they consistently perform when the engines start and the flag falls. How do they do that? According to Lloyd, their success is attributed to "employee skills and char-

acter, processes, timing and logistics. NASCAR is the big time circuit and you can't take anything for granted if you want to be the leader."

To present their package on the national stage, Roush Racing relies on the Volvo VNL780 tractors beautifully detailed with corporate colors and logos for established sponsors such as Crown Royal,



DeWalt, Waste Management, Scotts Fertilizer, Office Depot and a host of others. According to Loyd, "These sponsors expect the best and we give it to them with the Volvo tractor that carries the same

halo as NASCAR..... image and technology. Its styling and handling characteris-



tics on the highway are unsurpassed." He went on to say that the character of those representing the product plays a huge part in their relationship with Volvo. Loyd says, "Jim Measmer, representing Volvo and GMC Truck Center of Carolina, is a no nonsense professional that provides incredible support to us before and after the sale. Bottom line, Jim and the VN are a fit with Roushnothing but class and that makes for satisfied sponsors."

Volvo Trucks to the starting line please. Start your Engines. The flag is about to drop and America is watching!

MASTERS OF THEIR TRADE

Maurice Barfield, Brian Helms, Dickie Hildebran and Paul Robertson recently shared the spotlight by being recognized for their perseverance in completing the requirements to earn the elite status of Volvo Master Technician. These four professionals completed Volvo's required advanced training, and achieved Vista Tech Master Level.

According to Terry Young, "Today's vehicles require us to stay up-to-date with technology, and Volvo's Master Tech program assists us in doing just that. These certifications require intense training in electrical, engine and overall diagnostics." Each Master Tech was presented with their certificate from Volvo, along with a check from the company for \$500, and a hearty "Thank-You!" for their hard work and dedication.

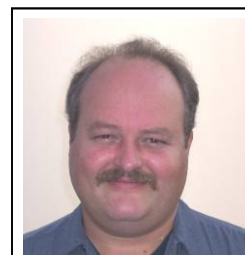
Congratulations, Gentlemen!



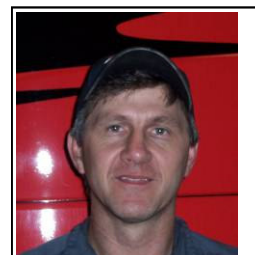
Maurice Barfield



Brian Helms



Dickie Hildebran



Paul Robertson

OUR CUSTOMERS SAY "THANKS!"

Many of our associates have received written praise and thanks from our customers since the last edition of "The Advantage." We just don't have room to display them all, so here are a few quotes from the letters of some of our grateful customers:

Comments made to Nancy Travis from her customer regarding our Charlotte Service Dept.

"...They certainly got me out of a jam...it makes your job selling a truck easier knowing you have a good Service Department to back you up."

Michael Nye, Owner
Premier Turf and Landscaping

In an email about George Serra, Hickory Service, regarding a last minute recall job done while the customer was on his way to pick up his truck.

"He put our truck back in the shop and completed the work before we arrived. I very much appreciate the extra effort on his part, which saves us an additional trip to Conover."

Delmas S. Overby, Sanitation Supervisor/Safety Coordinator
City of Mount Airy

A compliment received for Crystal and the entire Hickory team

"...When our units came into your shop, we were treated professionally, the parts were in stock and the repairs were done correctly and timely...we appreciate the service and the friendly atmosphere."

Allen Harris, Shop Foreman
Ozark Motor Lines
City of Mount Airy

In a letter to Terry Young:

"...We will continue to purchase your trucks as long as you and Volvo remain committed to the customer as you currently do."

Lew Rowden, President
Hunsaker Truck Lease, Inc.

GMAC MORTGAGE OFFERS SPECIAL "FAMILY FIRST" LOAN PROGRAM!



Did you know that as an employee of Volvo and GMC Truck Center of Carolina or Advantage Truck Leasing, you are eligible to receive special programs and discounts from GMAC Mortgage Corporation? A few of our Associates have reported a positive experience working with them and wanted you all to be aware of the advantages.

GMAC Mortgage offers a wide selection of home financing choices including conventional loans, adjustable rate mortgages, and home equity lines of credit. They created the Family First program to offer exclusive savings, value and convenience to members of the GM Family...like us!

We talked to Guy Forrest, local Branch Manager here in Charlotte. He reported to us that, "GMAC Mortgage Corporation is among the nation's top residential originators of first and second mortgages and one of the top servicers of mortgage loans in the country". He tells us that, "Founded 21 years ago, they offer benefits to any GM Dealer Employee that they can't receive elsewhere, including special "Family First" loan processing options, and their exclusive "X-Sell" money back program."

To learn more about the special rates, reduced closing costs and easy processing requirements, call Guy direct at 704-366-4043, ext. 21, or for online application go to www.gmacm.net/guy_forrest.

Tops in F & I Sales

Feb - May, 2006

Used Trucks

Feb. - **Benny Templeton**
March - **Benny Templeton**
April - **David Alexander**
May - **David Alexander**

New Trucks

Feb. - **David Alexander**
Mar. - **Nancy Travis**
April - **Nancy Travis**
May - **Phillip Minter**

Great Job!!!

The Truck Experts

2007 EMISSIONS ON THE HORIZON

"Engine technology to meet legislative guidelines for emissions mandated by the EPA for 2007 is a shared burden by both the engine manufacturers and suppliers of fuel and lubricants." That was the message presented by Volvo and Cummins representatives at a symposium hosted by Volvo and GMC Truck Center held June 29 at the Roush Racing complex in Concord, NC. As promised, there was an abundance of timely, leading-edge information and it was a great learning experience for everyone who attended.

Thirty five fleets attended and learned that current engines utilizing EGR technology will retain their basic architecture and add a particulate trap.

These traps eliminate virtually all the soot but require sizeable space under the chassis. To minimize space concerns, and maximize the serviceability of the trap, Volvo will introduce an industry-leading low profile vertical design.



In addition to engine changes, low sulfur fuel will become the industry standard and will be phased in nationwide beginning in November. Changes in the fuel distillation process will eliminate some of the lubricating properties of

today's blend, requiring new lubricant formulations. Even with these changes, Volvo's advanced engineering and aerodynamic cab will provide fuel economy that continues to set industry standards.

In addition to the technology updates, Volvo introduced the D11 and D13 engines as replacements for the proven D12. The grand finale was a complete tour of the Roush Racing's facilities!



Happy Birthday!!



July

- 2 - Bob Etherington
- 4 - Spencer Taylor
- 7 - Maurice Barfield
- 7 - Barbara Small
- 10 - Justin Marlow
- 15 - Stretch Laton
- 22 - Rufus Stephenson
- 23 - Teresa Flowers

August

- 2 - Dickie Hildebran
- 2 - Ricky Howard
- 2 - Chad Teague
- 3 - Brian Harrill
- 4 - Dewey Turner
- 15 - Joe Vaughan
- 16 - Ken Griffin
- 17 - Jay Patel
- 23 - Ronnie Brown
- 23 - Mike Shytle
- 26 - Luann Morgan

September

- 12 - Chip Nivens
- 17 - Russell Carlson
- 21 - Tim Fagan
- 21 - Bob Hill
- 28 - Hugh Duffy
- 29 - Don Boring
- 29 - Judy Buchanan
- 29 - Tracy McDaris
- 29 - Kyle Thompson

October

- 1 - Rick Coode
- 2 - David Alexander
- 3 - Betty Scrimgeour
- 4 - Tim Hovis
- 5 - Kirk Behring
- 5 - Phillip Minter
- 6 - Elvin Brunk
- 13 - Paul Robertson
- 14 - Tim Perkins
- 17 - Paul Denoncourt
- 19 - Benny Templeton
- 20 - Bruce Stadler
- 22 - Marc Scott
- 23 - Ralph Offhaus
- 24 - Les Frye
- 26 - Kester Poling
- 31 - Cynthia Haggard

TENT SALE

The Used Truck, Parts and Service departments in Rocky Mount, Hickory and Charlotte joined forces June 21, 22 and 23 to host pre-Fourth of July Tent Sales at each location. In addition to special truck deals, parts sidewalk sales and free service DOT inspections for customers, each location furnished and cooked hot dogs and hamburgers for customers, vendors and company associates. The chief cook in Charlotte was **Bob Hill**; Rocky Mount, **Danny Kelly**; and Hickory, **George Serra**.

The grand finale was a drawing on Monday the 26th from the contest entries of all locations. Congratulations to **Sammy Brewton** who won the set of steer tires and front-end alignment.

A special "thank-you" to **Rick Coode, Danny Kelly,**

Les Frye, Chuck Jackson, Hugh Duffy, Gregg Baines, Robert Harrill and George Serra for sponsoring these events to promote the company in its respective communities. These folks are already planning their next event - sometime in October - stay tuned!



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!

- ♦ **Chris Bartholomew** - Rocky Mount Parts
- ♦ **Russell Carlson** - Durham L & R
- ♦ **Kevin Lareau** - Charlotte Parts
- ♦ **Barry Moore** - Hickory Service
- ♦ **Brannon Moore** - Charlotte L & R
- ♦ **Gary Settle** - Charlotte Service
- ♦ **John Small** - Rocky Mount Service
- ♦ **Shelton Soniat** - Charlotte L & R
- ♦ **Spencer Taylor** - Rocky Mount Parts





HEADQUARTERS

3880 Jeff Adams Drive
Charlotte, NC 28206
704.597.0551

LOCATIONS

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

We're on the Web !!!
www.volvoandgmctruckctr.com

"Knowledge is that possession that no misfortune can destroy, no authority can revoke, and no enemy can control. This makes knowledge the greatest of all freedoms."

Bryant H. McGill

WE JUST KEEP GETTING BETTER! Spotlight on Training

Training is the key to our personal development as well as to enhancing the Company's high level of customer service. We're just so proud of the large number of associates who have completed training in the few months since our last issue of *The Advantage*. Congratulations to each of them on jobs well done!



Allison Warranty Certification

Bob Hill
Rufus Stephenson

CAT Warranty Certification

Bob Hill
Rufus Stephenson

CAT C-7/C-9 Fuel Systems

Mike Martin
Steve Wilcek

Cummins Insight Training

Mike Martin
Ralph Offhaus
Steve Wilcek

Cummins Warr. Certification

Bob Hill
Rufus Stephenson

GM 4H/6H Diesel Engine

Chad Teague

GM 5.2/7.8 Diesel Engine

Chad Teague

GM HVAC

Justin Marlow

GMCT Duramax

Jason Moore
Chad Teague

GMCT Electrical

Kirk Behring

GMCT Tech 2

Kirk Behring
Ralph Offhaus
Steve Wilcek

Volvo 12 Liter Engines

Dickie Hildebran
Marc Scott

Volvo E-Warranty Certification

Rufus Stephenson

Volvo V20 D12 Engine

Doug Payne

Volvo V30 Electrical

Wayne Laton

Volvo V87 A/C

Cecil Hawthorne