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Volvo and GMC Truck Center of Carolina
and Advantage Truck Leasing

THE ADVANTAGE



March - June, 2007



A BANNER YEAR!!

Our company set so many records in 2006, both in total and by function, that it's hard to know where to begin to report them! But here we go -

Total company sales surpassed prior years by almost 20%, specifically:

- ◆ Lease and Rental Sales by 8%
- ◆ Service Sales by 9%
- ◆ Parts Sales by 15%
- ◆ New Truck Sales by 23% and
- ◆ Body Shop Sales by a whopping 29%

As "icing" on the cake, operating ratios in 2006 were also excellent - particularly Semi-Fixed Expense (which is the most controllable category), and Fixed Expense (buildings, utilities, etc.)

We are also very proud of how we performed for our business partners as you can see by our awards in the yellow box.

There is no question that we achieved these results due to your tenacity, teamwork and serious attention to customer service. Thank you, and congratulations on a job well done!!

Dealership Awards 2006

- #2 Volvo Truck Dealer in the U.S.
- #2 Volvo Engine sales in the U.S.
- #12 Volvo Parts Dealer in the U.S.
- #10 GMC Commercial Truck Dealer in the U.S.
- One of only twenty U.S. and Canadian Dealers honored as Volvo CEO Club award winner

THE POWER OF EVOLUTION

That's the theme GMCT is using to introduce their all new 2008 Isuzu N-series and GMC W-series trucks. America's best selling low cab forward trucks just got better!

What does the new '08 offer?

- ◆ *All new cab that is larger, roomier, fully trimmed on the inside and great looking on the outside with a chrome grille and larger, deeper cut side windows. The headlights are also redesigned with aerodynamic flush surfaces and halogen bulbs*
- ◆ *Six color choices including white, yellow, green, red, black and blue*
- ◆ *Now rated at 205 HP/441# torque, the new engines boast the highest horsepower in their class and have been operating since 2004 with technology that meets U.S. Emission requirements for 2007.*
- ◆ *Longer wheelbases available to accommodate 22' and 24' bodies*

The above is just a quick overview of everything that makes the new 2008's unique and special. We are excited - from their class-leading diesel engines to their head-turning colors, these trucks are winners!!



THE FABULOUS FIVE

Did you know that we have Parts Salespeople that sell more than \$1,000,000 each (yes, that's a million) of everything from engines and transmissions to nuts and bolts each year? During 2006, five Salespeople surpassed \$1,000,000 - **Don Boring** (Hickory); **Danny Haneline**, **Hardy Hardison**, **Mike James** and **Kevin Lareau** (Charlotte). Selling that many parts requires a combination of knowledge, experience and a high sense of customer satisfaction - the attributes on which this company was built and operates.

A big applause goes out to these star performers!!!



The Truck Experts

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

www.volvoandgmctruckctr.com

ARE YOU LEAVING FREE MONEY ON THE TABLE?



Over time *The Advantage* has run several articles about 401K. That's because we think this is an important part of preparing for our individual futures. We've written articles about the company match ("free money"); we've talked about how Social Security is only intended to provide a small portion of the income we need in retirement; we've held meetings

and even added the Roth alternative (we are one of only a few companies in the area to offer this option). And what has been the result of all this effort? When we started this "campaign," only about 45% of our associates were participating in this important program. At the end of 2006 participation had increased to 75%. That's a great improvement! If you're part of the other 25%, and want to learn how to get your "free money," see Barbara or Teresa to sign up and start planning for your future.

TOMORROW'S SOLUTIONS TODAY

Having the right ratio, for the right speed, at the right time, is what truck transmission technology is all about. That's also what makes the new Volvo I-Shift the most advanced transmission on the road today. In addition to saving fuel, I-shift has the highest input torque capacity of any transmission sold in North America.

I-Shift is not an "automatic," but an "automated mechanical transmission." There is no clutch pedal and the gear shift is controlled by an ergonomic shifter.

The I-Shift advantages are many, and include:

- ◆ Efficient shifting for improved fuel economy
- ◆ Eco-Roll saves fuel by disengaging engine to idle in 12th gear on downgrades
- ◆ Smooth shifting reduces stress on the driveline and tires for lower operating costs
- ◆ Light weight increases payload opportunity

With these features, it is easy to conclude that the Volvo I-Shift will make every driver more efficient.....Tomorrow's Solutions Today!!



Volvo I-Shift

THE BEST THAT YOU CAN BE

All of us, in one way or another, live by the motto of a branch of the U. S. Military . . . "BE THE BEST YOU CAN BE." This is true of many of our associates, but this article focuses on our technicians – five of whom have achieved the level of Volvo Master Tech, and four of whom have been recognized by GMC as being fully certified. Most of our other technicians are working daily to improve their skills and reach similar milestones.

A shining example of "being the best you can be" is a team from Hickory that recently participated in the Volvo Vista Team competition - **Dickie Hildebran, Don Boring** and **Paul Robertson**.

This team made it to the semi-finals and will each receive a gift card from Volvo. They're already preparing for next year's competition – grand prize is a Harley Davidson motorcycle and a trip to Sweden for each participant. **Great job, guys!**



WE MISS YOU "POOR BOY"



With a heavy sigh we report that **Benny Templeton**, Used Truck Sales in Charlotte, retired January 1, 2007. Benny introduced himself to his customers as "Poor Boy" – it was even displayed on his business cards and on his office window. He was given the nickname when he

first started selling trucks and it just stuck. And, it suited him – never fancy and always honest, Benny's customers knew that they could count on him and his word.

Benny started in the truck industry as a shop foreman for Central Motor Lines in 1952. He spent over 55 years in the truck industry – the last 39 years selling used trucks. He sold a truck his very first day – and continued to be successful year-after-year – culminating his career by selling a truck on his very last day!

Benny said, "I really enjoyed my years here. I loved my job, but it was time for me to be home to take care of my wife, Mary."

Best wishes to you, Benny, you are surely missed!

WHEW - GLAD THAT'S OVER!

Mention "physical parts inventory" to anyone in our parts organization and you'll see heads shaking and eyes rolling. We used three weekends in January to count more than \$2,500,000 of inventory at six locations.

Everyone in Parts and Accounting was involved in some way preparing for this annual event. Once the preparation was finished, Rick and Sharon Spivey of Strategic Parts Inventories, along with about 30 of their team members, counted, recounted, and verified the accuracy of our inventory and computer records. In fact, this was the eleventh year the Spiveys have conducted the inventory for our company.

According to Chuck Jackson, our "lead person" for this project, "I'm glad it's over. We gain ground each year with overall knowledge of both the computer system capabilities and the best way to 'house' our parts. Rick and Sharon are true experts in their field - in fact, I can't imagine attempting this gigantic task without them." Final results? More than 16,000 part numbers representing 141,000 pieces were counted.



Our sincere thanks to everyone involved in this vital area of our business.

Happy
Birthday!!



March

- 1 - David Noblitt
- 13 - Timothy Spicer
- 14 - Dustin Walker
- 15 - Jada Knox
- 17 - Bobby Hackney
- 17 - C W Little
- 21 - Steve Wilcek
- 28 - Leon Porter
- 30 - Danny Haneline
- 30 - Larry Moneymaker

April

- 11 - Chuck Jackson
- 15 - Robert Huffer
- 18 - Mike James
- 19 - Luis Gonzalez
- 20 - Debbie Sloop
- 28 - Mary Kirby

May

- 1 - Jim Brendle
- 1 - Jesse Chandler
- 4 - Dawn Frasure
- 11 - Irene Horneber
- 26 - Mark Wilson
- 28 - Bonny Napier
- 30 - Robert Tucker
- 31 - David Delman

June

- 1 - Joe Lemasters
- 3 - David Baum
- 9 - Wayne Daggett
- 12 - Jim Henneborn
- 21 - Jim Dyer
- 22 - Matt Parris
- 27 - Arnold Starnes

WELCOME ABOARD



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

- ◆ **Nekeba Allen** - Rocky Mount Service
- ◆ **George Bailey** - Rocky Mount Parts
- ◆ **Rick Ballweg** - Greer Lease & Rental
- ◆ **John Casale** - Charlotte Service
- ◆ **Dean Edwards** - Charlotte New Truck Sales
- ◆ **Arthur Eisler** - Rocky Mount Parts
- ◆ **Gregg Kidd** - Hickory Service
- ◆ **Russell Love** - Greer Lease & Rental
- ◆ **Angelo Massaro** - Durham Lease & Rental
- ◆ **Carlos Nieto** - Charlotte Truck Sales
- ◆ **Michael Ray** - Rocky Mount Service
- ◆ **Mary Russell** - Hickory Service
- ◆ **Brian Schlimmer** - Charlotte Lease & Rental
- ◆ **Timothy Spicer** - Charlotte Lease & Rental
- ◆ **Dustin Walker** - Charlotte Service
- ◆ **Sean Workman** - Charlotte Service

TOPS IN TRUCK SALES

Each year, both Volvo and GMCT recognize and reward the top producing Salespeople in the country with their "Master Sales Leaders" and "Winner's Circle" programs. We are proud to have eight winners in our organization. Please join us in congratulating these Sales Professionals who earned such prestigious awards!



GMCT Winner's Circle

(from left)

**Maynard Kline, Nancy Travis
and Mark Spittel**

Volvo MSL (from left)
**Phillip Minter, Bruce Stadler,
Jim Beach, Roger Ward and
Jim Measmer**



Holiday Schedule for 2007

April 6 - Good Friday
May 28 - Memorial Day
July 4 - 4th of July
Sept. 3 - Labor Day
Nov. 22,23 - Thanksgiving
Dec. 24,25 - Christmas
Jan. 1, '08 - New Years

HEADQUARTERS
3880 Jeff Adams Drive
Charlotte, NC 28206
704.597.0551

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

Tops in F & I Sales

Oct. '06 - Jan. '07

Used Trucks

Oct. - **David Alexander**

Nov. - **Tim Hovis**

Dec. - **Benny Templeton**

Jan. - **Tim Hovis**

New Trucks

Oct. - **Nancy Travis**

Nov. - **Phillip Minter**

Dec. - **Maynard Kline**

Jan. - **David Alexander**

Great Job!!!

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

The Truck Experts

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!



Bendix ABS
John Carnes

Cummins '07 Eng. Certification
Jason Oberg

Eaton Auto Shift
Stan Degraw

Eaton/Spicer Trans. & Driveline
Justin Marlow

GMCT Eaton/Isuzu Trans.
Jason Moore

MS Excel 2003 Level 1
Gregg Baines
Hugh Duffy
Dwayne Stroud
Nancy Travis

MS Excel 2003 Level 2
Nancy Travis

MS Excel Tips & Techniques
Bonny Napier

Managing & Resolving Conflict
George Serra
Dwayne Stroud

NC State & Local Tax Conf.
Bonny Napier

V28 Volvo Electronics
Roy B. Moore

Volvo Engines D11, D13 D16
Dickie Hildebran

Volvo Parts Systems
Jeff Kilby

Volvo Power Messaging
Phillip Minter