

THE *Benefits* OF **Business** WITH **United TRAILERS**



*Left: CATV
Aluminum Trailer*

*Right: ULT Value
Car Hauler*

A mutually beneficial relationship with their dealers is one of the standards by which United Trailers measures success. Although United is one of the top enclosed cargo trailer manufacturers in the country, the value that is placed on dealer relationships is at the forefront of day-to-day business.

Founded in 1989, United specializes in customization and manufactures a wide variety of enclosed trailers. One benefit of United is that dealers are able to fulfill virtually all

their trailer needs from one company. Since United builds everything including race trailers, ATV, motorcycle, concession and general cargo, there is sure to be a product for everyone—including dealers who sell aluminum trailers. Recently, United began manufacturing the CATV aluminum model at their Bristol, Indiana facility. The CATV is a cargo/motorcycle V-nose trailer that appeals to the customer interested in a light-duty aluminum trailer packed with a long list of standard features.

Another benefit that dealers receive when working with United is the amount of value built into each trailer. Additional upgrades are consistently included in trailers. Aluminum wheels exclusive to United are now standard on U and UXT tag trailers, and select models come with an industry-leading seven year warranty. These upgrades came about largely from dialog between United and their dealers. President Todd Bontrager explains the value that United Trailers places on dealer relationships. "United is and will always be a dealer oriented company. We take the concerns and suggestions of our dealers very seriously, and use them to continually improve our product. This results in a win-win situation for both United and the dealer."

During the recent economic downturn, United had to adjust quickly and develop products that would sell even in an unfavorable climate. The entry-level ULT car



hauler and the more recent introduction of the XLMTV motorcycle/cargo trailer have been extremely successful. Brian Davis, owner of Premier Custom Trailers, had positive things to say about the ULT model. "My customers really like the premium features that come standard with this model. The beavertail,

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white vinyl walls, screwless exterior, LED lights, bright aluminum front corners and 48" side door make it a great value for the price point. United really put the right pieces together to make it attractive."

Jim Mickunas, owner of Majestic Trailer and Hitch, said the XLMTV has been a great seller for him. "We were a little skeptical when this model first came out, but then we saw one and we were sold. It is a tremendous value for the money. It has all the features that a motorcycle customer looks for plus the versatility that a cargo trailer buyer needs. This trailer is a nice addition to the United line. You can pretty much buy it standard and get all you need. United has given us a unit that the competition cannot touch."

Davis is also impressed with the overall quality of United's products. "United Trailers have outstanding curb appeal. Really, the product sells itself. Our customers can tell just by pictures that the trailers are a great value." He stresses the importance of not only good products, but having the customer service to back it up. "United is the only manufacturer

that we've carried, and the only one that we will carry. When we decided to become a dealer, we contacted four different manufacturers. United was the only one who established communication with us. If there is ever an issue with a trailer, it gets addressed immediately, even by management. Phone calls are always answered in a timely manner and the lines of communication between dealers and management are al-

United Trailers dealer support team



ways open. You don't find that with many other companies." United's timely response to its dealers' needs is apparent even in the scheduling. Mickunas states, "For years we have believed that being a multi-line dealer was in our best interest, but over the last few years United has captured the lion's share of our business. United is very responsive to its dealers.

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The new XLMTV trailer is a cargo and motorcycle trailer in one. Shown with optional pop-out tent.





When we have a problem, United feels that it is their problem too. They work as hard as they can to accommodate special needs and special situations. If we have a customer who needs a trailer fast, United is the only company we need to call.”

The efficiency of the order process attracted Becker Custom Trailers to work with United. Owner Beau Becker admitted his company started out slowly with United, but United was able to gain more attention and business as they were “really able to keep up and make custom trailers to meet our customers’ needs.”

Becker states, “I can order a trailer and have drawings, confirmations and order sheets within a minimal time frame. Good communication is always very valuable, and United does a great job at keeping dealers informed.”

Keeping dealers happy and promoting brand loyalty is very important to United Trailers. Becker explains that United helps foster this loyalty by “giving dealers a diverse set of marketing tools that actually helps sell trailers. They [United] keep everyone informed of top sellers and give dealers a future warning of price changes or new products. You don’t find that kind of dedication to the business anywhere these days!”

**For more information about
United Trailers, please visit
www.united-trailers.com**