



MAYFLOWER®
Because it's that important.

THE MARKET

Van lines still serve the primary purpose for which they were originally formed: to tie together a network of movers around the country so return loads can be obtained on long-distance trips. The domestic van line marketplace is a \$3.8 billion market. International transportation, from or to the United States from another country, represents another \$500 million of the market.

The moving industry is primarily involved with the movement of individual householders' personal effects. Household goods is a generic term, defined by federal law as consisting of three categories or "provisos." First proviso is personal effects belonging to a householder for use in a dwelling; second proviso is used furniture, fixtures, and equipment from a store, office, or establishment, but not stock-in-trade; and third proviso is objects of art, displays and trade show exhibits, and other similar articles requiring specialized handling and equipment. Third proviso is very broad and includes such items as high-value electronics.

Mayflower Transit's market is composed of residential household goods, third proviso, government, national accounts, and international. Mayflower is recognized as the fifth-largest van line in America and has continued to gain in market share for the past four years.

ACHIEVEMENTS

Mayflower Transit is proud to be the first van line to achieve many important milestones in the moving industry. In 1940, the company was the first van line to receive the 48-state operating authority from the Interstate Commerce Commission, which proved the company's nationwide operating capabilities. Mayflower also became the first transportation company to equip long-distance moving vans with "air-ride" suspension systems, which later became the industry standard. The company also was the first to equip all of its vans with



mobile radios and the first van line to be licensed by the FCC for nationwide mobile radio-telephone van communications. This innovation expedited transmission of the information on van location and plans for pickup and delivery — without the van operator having to stop to place phone or telegraph messages.

HISTORY

Conrad M. Gentry and his friend Don F. Kenworthy founded Mayflower Transit Co. in Indianapolis, Indiana, in July 1927 as an alternative to railroads for customers who were interested in moving their belongings across the country on the newly paved roads. In 1928, Burnside Smith added capital and management expertise, reincorporated the business as Aero Mayflower Transit Company, and set the standard for the new enterprise: "To have the best company . . . and the best people . . . offering the best services."

During the early 1930s, Mayflower entered into agreements with a network of local household goods movers who owned storage warehouses and

was able to provide customers with better service at both origin and destination. By 1932, 85 agents adorned their vans with Mayflower's nationally trademarked logo and painted them in Mayflower's vivid colors. As the decade ended, annual revenues neared the \$2 million mark, and more than 340 agents became affiliated with Mayflower.

Operating on a 24-hour schedule, Mayflower moved thousands of families of industrial and military personnel who were being mobilized during World War II. When the war ended, America and Mayflower prospered.

In 1952, Mayflower launched another initiative to add to the company's capacity and increase the efficiency of its operation: "owner-operators" who owned their own tractors but pulled Mayflower-owned trailers. Mayflower also established new standards for protecting household goods by eliminating the shredded paper and wooden barrels of the past and introducing new scientifically sized, corrugated cushion packs, along with the Mayflower slogan "Packed with Pride."



As business continued to expand beyond household goods shipping, Mayflower established a special fleet of van operators and vehicles to handle sensitive shipments such as complex computer systems, electronics, and high-tech exhibits.

In 1986, Aero Mayflower became Mayflower Transit, Inc. The 1990s brought further significant changes to Mayflower. The van line updated its image through the application of a dramatic new paint scheme to its vans and signage. National studies confirmed that Mayflower had the highest unaided brand name recognition in the moving industry. In March 1995, it was acquired by UniGroup, Inc., becoming part of the nation's largest moving and storage services provider.

As Mayflower turned the calendar page into a new century, its fortunes appeared brighter than ever, with the best-known name in the moving industry; record volume in key business segments; agents embracing the hauling aspect of moving and qualifying for associated revenues; a board of directors composed entirely of agents, the majority owners of Mayflower agencies; and a management team committed to the future of Mayflower as a viable part of the UniGroup family of companies.

THE PRODUCT

Mayflower Transit offers professional packing and crating services to protect its customers' household possessions. Trained in the proper packing methods to provide maximum protection, Mayflower's professional packers use the industry's finest packing materials to cushion, cover, and protect belongings. From using cartons to pad-wrapping to customized crating to air-ride trucks, Mayflower ensures that household goods remain protected during the move. Mayflower also protects its customers' upholstered furniture with Safety Seal, a clear plastic material, before they are wrapped with furniture pads.

In addition to moving household goods, Mayflower Transit also moves electronic equipment, trade show exhibits and displays, works of art, and specialized freight. Mayflower knows that



success doesn't just happen; it must be planned. The company's planning process coordinates customers' requirements, ensuring quality, on-time delivery, and adherence to budget.

RECENT DEVELOPMENTS

Mayflower recently launched ValueShip, a unique program for the do-it-yourself mover.

ValueShip delivers a trailer with ramps to the customer's home, and the customer packs and loads the belongings into the trailer. ValueShip's standard procedure allows a full 48 hours to load, minimizing stress by allowing customers to move at a more leisurely pace. Once loaded, ValueShip's driver will pick up the trailer from the old residence and transport the belongings to the new home. Customers avoid the hassle of driving, paying tolls, and fueling a large moving



truck. When the truck arrives at the new residence, the customer unloads the belongings.

PROMOTION

Discover America. Discover America is a community program developed to support schools in the community. Students receive firsthand accounts of a driver's trips and apply the information to the textbook curriculum. Teachers, meanwhile, have an opportunity to develop a fresh approach to daily lessons, based on the Discover America program. Although the program was initially presented to enhance students' awareness and understanding of geography, the program also helps to develop mathematical skills, strengthen creative writing abilities, build career awareness, and teach students about safety precautions. Discover America enables fourth- and fifth-grade students to meet a Mayflower van operator and tour his van. Personifying the character of "Driver Bob," the driver promises to correspond with the students as he travels across the country. Each month, students receive thought-provoking letters, postcards, souvenirs, and other information that highlight the geographical features of the area and historically significant events.

Dinner on the Mayflower. With a name like Mayflower, the company has a natural tie-in to the Thanksgiving Day holiday. During the holiday season, there are limitless opportunities to get some extra mileage out of the Mayflower name by involvement in local promotions, community service, and special events. Mayflower's agents have used numerous promotions to reach their communities, such as teaming up with radio stations and serving a gourmet dinner party, complete with china and crystal, in an elaborately decorated Mayflower van. In addition to the "Dinner on the Mayflower," agents have also shown a spirit of goodwill by donating the use of an empty van or

straight truck to collect donated items, or to donate Mayflower boxes to store and transport the food and clothing.

Motorsports. Mayflower is proud of its continuing association with the NASCAR Nextel Cup. The objective of Mayflower's involvement in NASCAR is to provide a way to maintain and expand business with corporate accounts. Hosting guests at a race is a great way for the company to treat its customers to a first-rate, memorable event.

BRAND VALUES

After using the tagline "Mayflower Transit — the right move, now and down the road." for more than 10 years, Mayflower announced this year its new brand positioning tagline: "Mayflower. Because it's that important." More than 600 Mayflower affiliates around the globe will incorporate the tagline in their local marketing efforts. The new branding statement enables the van line to effectively cross all product lines with one central theme. The new tagline captures the personality of Mayflower and its people.

To find the perfect tagline, Mayflower took several months to research the company's strengths and weaknesses and held focus groups



of consumers, agents, and members of its board of directors. The new tagline reflects how Mayflower operates on a day-to-day basis, and it's a good fit for the kinds of community and consumer programs that Mayflower supports. Mayflower's updated brand positioning will be incorporated in trade and consumer ads and in marketing and communications materials. Mayflower has also updated its Web site and has completed the addition of a "Media Center" section.

THINGS YOU DIDN'T KNOW ABOUT MAYFLOWER TRANSIT

- Mayflower was not named for the legendary ship of the Pilgrims. It was named for a little street-side café where the company's founders were having a cup of coffee while discussing the formation of the company.
- The average size of a Mayflower interstate shipment is 6,900 pounds, approximately equivalent to six full rooms with appliances. The average loaded Mayflower truck weighs the same as 40 cars or eight full-grown elephants.
- The average distance of a Mayflower move is 1,100 miles, or approximately the distance from New York City to Des Moines, Iowa.