

# Mayflower®

## THE MARKET

More than 15 million American households move each year. In addition to moving individuals and families, van lines also move furniture, fixtures, and equipment for businesses. Some van lines, like Mayflower®, also specialize in moving high-value products such as trade show exhibits, medical equipment, and art. Different from traditional freight carriers, these shipments require specialized handling and equipment that van lines are well equipped to provide.

## ACHIEVEMENTS

Mayflower Transit is proud to be the most recognized name in moving. It first earned the distinction in a national survey in 1961 and has continued to earn that distinction ever since.

Mayflower is also the first 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 allowed the company to provide service throughout the country. 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 therefore was able to provide customers with better service at both origin and destination. By 1932, 85 agents adorned their vans with Mayflower’s 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, 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, improved 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, and a management team committed to the future of Mayflower as a viable part of the UniGroup family of companies.

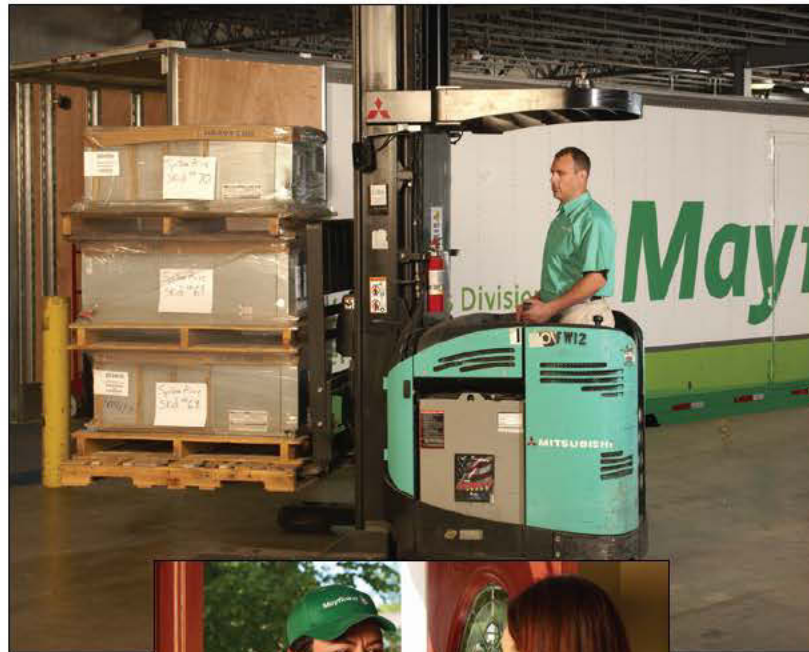
### THE PRODUCT

From full-service to do-it-yourself moving and storage, Mayflower offers professional moving services. Customers can choose to move with a portable container and pack and load their goods at their own pace or select a full-service move, with many options in between. Customers can choose from Mayflower's menu of services to fit any relocation need.

In addition to moving household goods, Mayflower also provides transportation for products that require specialized handling, including electronic equipment, trade show exhibits, medical equipment, and works of art.

### RECENT DEVELOPMENTS

In 2010 Mayflower began offering portable moving and storage containers under the Mayflower brand. Mayflower containers are now available in most major metropolitan areas across the United States. They offer an effective and economical solution for moving locally or long-distance as well as for storage needs when moving or remodeling. A container is delivered to a customer's home where customers can pack and load at their



own pace. If they need help with the heavy lifting, Mayflower's unique Do-it-Yourself Plus service gives customers the option to get help loading and unloading the items they would prefer not to handle themselves.

### PROMOTION

**The Right Move.** In 2011 Mayflower launched a public awareness campaign dedicated to informing the moving public about how to choose a reputable company. Each year, consumers are scammed by criminals posing as legitimate movers. By following a few simple steps, consumers can avoid mover fraud. With *The Right Move* campaign, Mayflower appeared on television, radio, in print, and online to teach consumers about the right way to choose a reputable moving company. In addition to this public awareness campaign, Mayflower is also committed to helping victims of mover fraud with its sponsorship of a program called MoveRescue®.

**Discover America.** Discover America is a community program developed to support schools in the community. It 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 country and historically significant events.

Students receive firsthand accounts of Driver Bob'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.

**Internet Marketing.** Mayflower employs search engine marketing as an effective way to promote itself to potential customers. By optimizing its presence on the Web, Mayflower allows people to find contact information quickly. Through a unique system, customers are able to easily contact Mayflower's call center and immediately book an appointment with a local Mayflower agent for an in-home estimate.

### BRAND VALUES

Mayflower is the trusted brand that Americans have turned to for moving services for more than

80 years. In 2010 Mayflower introduced updated branding with a new logo and tagline. The new logo combines the iconic Mayflower ship with an updated design, color scheme, and font. The updated branding provides a fresh approach but draws on the heritage of the company's long and rich history.

The new tagline, "Mayflower. Every step of the way." conveys the philosophy of Mayflower's careful and trusted movers and the company's dedication to serving its customers throughout every phase of the moving process. The tagline was introduced in a television commercial featuring Mayflower movers, moving a 20-foot-tall marionette. The movers carefully guide her through each step as she moves from one home to another.

### 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. It later took on the ship symbol as a part of its brand.
- As the best-known name in moving, you may have seen Mayflower and its trucks in a number of films including *The Switch*, *Gracie*, *Father of the Bride Part II*, *National Treasure II*, and *Panic Room*.
- 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.
- In addition to its household goods moving business, Mayflower has moved many high-value products including equipment for NASA.