

HOW TO SPOT A WELL-RUN BUSINESS

Budget Towing - St. Paul, Minnesota



Roy Carlson owner of Budget Towing, St. Paul, Minn., has been in the towing and recovery business for more than 30 years. Since 1990 all of the medium-duty units in his extensive, full-service fleet have been UD TRUCKS. He's owned more than 50 altogether - 28 at present - and typically operates a UD for 200,000 miles before trade-in. Typically, but not always, because one of his 1994 models has logged more than 270,000 miles.

But Roy didn't just jump onto the UD bandwagon; he spent three full years attending truck shows and towing conventions, talking with other truck owners, and gathering facts. The care that went into his purchasing decision has paid dividends from day one - in better fuel economy, maneuverability, component life, and dependability than the half dozen other truck brands he tried before "taking the plunge" with UD.

What makes Roy Carlson so loyal to UD TRUCKS? "I can't give you a single reason," he says, "but I could give you twenty!" Like 2.7 million miles, and counting, without a significant engine problem. Like 150,000 miles or more from a set of UD brake linings. Like the thriftiest fuel economy he's ever experienced, and the ultra-quiet Nissan Diesels that don't disturb neighborhoods at night.

"UD TRUCKS put Budget Towing on the map," states Roy. "They're an investment, not an expense - and a 'no-brainer' for anyone wanting to make a profit."



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*J.D. Power and Associates 2001 U.S. Medium Duty Truck Customer Satisfaction StudySM. Medium Duty Truck defined as Gross Vehicle Weight Class 5, 6 or 7 truck.

