



the QUALITY SHOWS in every move we make.®

**THE MARKET**

United Van Lines, as part of the UniGroup companies, is a \$7 billion global logistics solutions provider. Uniquely positioned to respond to the pressures of doing business in an evolving one-world economy, United offers single-source control and embraces common quality standards throughout the world for the household and non-household transportation needs of its customers. Because of United's notable agency footprint, its customers can expect to be served by qualified professionals no matter where they are located throughout the world.

United's agency family is more than just branches of a larger organization; United agents are "customer service centers" through which customers can expect their expectations to be exceeded. United's quality commitment is not only for its household goods services; it also extends into specialized logistics services. From intricate trade show exhibits and delicate store fixtures to sensitive medical equipment and priceless fine art, United has the expertise and experience to successfully



manage and transport whatever the specialized shipment may be.

In all lines of business, United Van Lines holds the highest market share: 31 percent, which is nearly double the market share of its closest competitor.



**ACHIEVEMENTS**

United's exclusive Sanitized®-treated, air-ride vans provide a clean, safe move. The Sanitized feature, which inhibits mildew growth and controls insects, is an extra measure of hygienic safety for belongings.

Additionally, United believes that innovation is listening to its customers and creating technology based on their expectations. With VanStar, United's satellite vehicle location and communication system, the company knows the exact location of a customer's shipment and has detailed, personal communication with the van operator who is transporting the shipment. All of United's agents are linked through United World Headquarters via a telecommunications system that provides immediate information about the details of shipments being handled. To find the exact status of their shipment, United's customers can use its Internet tracking system, RapidTrac, by simply going to [www.unitedvanlines.com](http://www.unitedvanlines.com). United representatives use an estimating Palm Pilot software system to inventory the household goods, calculate the charge, and generate a printed estimate right at the customer's home. United's inventory control system replaces handwritten inventories with an advanced bar-coding system. Each item is scanned and electronically inventoried at loading and again at delivery.

Another added value that United offers is its Interactive Moving Guide. By signing up on United's Web site, customers will receive free weekly e-mail reminders to guide them through every step of the moving process. The e-mail reminders are a great way for customers to make sure everything is covered during the relocation process.

**HISTORY**

The concept that evolved into United Van Lines originated in 1928 when Return Loads Service, Inc. was formed in Cleveland, Ohio, to arrange return shipments for independent moving companies transporting goods from one city to another. Orders were centrally registered and dispatched, and certificates of membership were sold to independent moving companies, which paid a revenue percentage on every order handled.

The premise of Return Loads Service, Inc. was to enable movers, once they had delivered a shipment, to obtain profitable tonnage to haul on the return trip instead of operating an empty van. When similar return shipment companies began appearing around the country, the Cleveland firm adopted the distinctive title, United Van Service. The Depression spelled disaster for the fledgling firm, as United found itself unable to keep up service with depleted revenues, and many agents broke away to operate independently. In June 1933, United Van Service was dissolved, and its assets and liabilities were transferred to a new entity incorporated as United Van Lines. The new firm prospered and, in 1936, moved its headquarters to St. Louis.

In 1947, the ownership of United Van Lines passed from the few original stockholders who held the firm together during its formative stages to a larger group of United agents, establishing the structure that has remained intact for more than five decades.

To support United agents in their primary business of moving household goods, the corporation has created related operating companies that offer customized insurance for movers, sell



and lease equipment needed by the moving industry, and provide global mobility management services. All of these operating entities are overseen by UniGroup, Inc., a holding company formed in 1988 and owned by UniGroup companies' affiliated agents and senior management.

In 1995, the company had its first billion-dollar revenue year and has continued to grow and increase market share ever since.

**THE PRODUCT**

The moving industry is a people business, and United's devotion to this premise is reflected in the quality services it provides, as well as the strong ties it readily forms and maintains both with large corporations and individual shippers of household goods.

United's approach to the evolving operating environment has consistently been characterized by a commitment to quality — to the importance of the individual's investment of excellence in a service or product to make it discernibly better than that of the competition.

In 2001, United became ISO 9001:2000 certified, proving its commitment to quality. United's superior performance is verified by consumer surveys and an even more telling gauge: repeat business.

United moves more than just people and their belongings. Whether it's down the street or to the other side of the globe, the company offers worldwide specialized logistics solutions for high-value products, trade shows, and other special commodities. Since 1959, it has been providing specialized transportation services, each year delivering more than a quarter of a million specialized shipments.

**RECENT DEVELOPMENTS**

United is not only about premium moving services. Its new program, CityPointe, provides customers with value-added extras. Through United's professional relocation relationships, the com-



pany offers online access to the most thorough destination information available. Customers receive access to data on metropolitan areas throughout North America, including demographics, climate, crime, education, healthcare, and housing. Because buying and selling a home are typically the most expensive and challenging aspects of relocation, choosing a professional Realtor can be an enormous asset. United assists its customers with finding real estate agents both at current and future home locations. Selecting the right mortgage lender can help customers save time and money. Through United's preferred relationships, customers can secure the financing for their new homes, while managing their costs and schedule. They receive the benefit of working

with a lender who understands relocation as well as access to preapprovals, buy-downs, and closing specials that may be available.

**PROMOTION**

**Hot-Air Balloon Program.** United Van Lines began its balloon program in 1982 with its standard-shaped



balloon, and added the truck-replicated balloon to the company's fleet in 1992. The unique truck-shaped balloon is a crowd favorite and is featured across the United States in festivals and races. The 105,000-cubic-foot balloon features a "van operator" waving from the "cab," license plates, and headlights. Its envelope, the nylon shell that holds the hot air, weighs 625 pounds as compared to the 270 pounds of a similar capacity standard balloon. When fully inflated, the truck balloon is 77 feet long, 44 feet high, and 42 feet wide. The majestic van balloon is fueled by propane, which heats the envelope to 250 degrees Fahrenheit. Variation in the envelope temperature provides vertical move-



North Carolina, featured three professional football players from the Carolina Panthers who went on to be key contributors to the team's successful year and Super Bowl appearance.



**BRAND VALUES**

Throughout the years, United has had many taglines to represent its commitment to quality service. Beginning in 1948, the tag was "Moving with Care . . . Everywhere," which showed United's commitment to quality and global thinking. Changing the slogan to represent United's focus on the customer, a new line — "Even Our Name Begins With You" — came out in 1978. In the 1980s, society was looking for a simple answer to all its needs. United responded with its tagline "The Total Transportation Company," conveying that it was a one-stop resource for all of its customers' needs. United's present slogan, "The Quality Shows In Every Move We Make," brings United's commitment to quality to the front again.

**THINGS YOU DIDN'T KNOW ABOUT UNITED VAN LINES**

- United Van Lines is the United States' largest household goods mover, handling more than 24 percent of all professional household goods relocation in the country.
- United Van Lines is recognized as the nation's leading corporate transportation provider, with half of the *Fortune* 500 companies using its services and more than 5,000 corporate account customers.