



UD TRUCKS

TESTIMONIAL

Schewels Furniture



Schewel Furniture Company is one of the most respected family owned businesses in the Mid-Atlantic Region of the United States, and a loyal UD TRUCK customer since 1989. Of the slightly more than 100 delivery vehicles in the company's fleet, 87 carry the UD TRUCKS logo. When you ask Bill Sprinkle, the company's Chief Financial Officer, to talk about the company, a 104 year-old, full service home furnishings company in Lynchburg, Virginia, don't be surprised if he starts literally at the beginning. He'll proudly tell you that the business was started by Elias Schewel, who began selling his wares from a pushcart on the streets of Lynchburg in 1897. Over the years, the Schewel family grew the business into 19 retail stores in three states, to become one of the most successful independent furniture, appliance and electronics retailers in the country.

In 1986 Bert Schewel and his family began overseeing a carefully planned growth process for the company that would have the Schewel organization owning and operating 47 retail stores, employing over 800 people, while generating over 120 million dollars in annual revenue by the turn of the Century. Prudent business practices and a consistent focus on customer service have been hallmarks with the company since the beginning, and were vital to the company's growth plan. Another vital part of the plan was timely, efficient delivery of merchandise from the retail store to the customer. UD TRUCKS became the delivery vehicle of choice after Reggie Powell of Powell's International/UD TRUCKS introduced the company to the UD product.

Schewel operates UD1100, UD1400 and UD1800 vehicles equipped with furniture delivery bodies. The company buys UDs because of the dependability, reliability, longevity and lower overall cost of operation inherent with the UD TRUCKS product. In fact, eight of the first ten UD vehicles purchased in 1989 and 1990 are still in everyday service. New trucks are placed in service at stores in the larger markets and run 28,000 to 30,000 miles per year until a point where they are moved to smaller markets to eventually serve as spare vehicles.

Sprinkle stated that prior to 1985, the company had a mixed fleet, largely due to decentralized purchasing. In a move aimed at maximizing efficiency, a decision was made to bring the vehicle acquisition process to the corporate offices, with the goal of standardizing on both manufacturer and specifications for delivery trucks. Powell's dealership recommended the UD product and Schewel's initial experience was so favorable that the company added 10 UD TRUCKS to the fleet at first, and then acquired more UD vehicles over the years as the expansion plan dictated. The company has evaluated every other brand available at one time or another, and according to Sprinkle:

"We have found nothing to match the UD TRUCK in terms of cost of operation and total cost of ownership. The maneuverability, ease of operation and driver comfort make it easier for us to retain drivers, and the dependability and reliability are just what we need to serve our customers."

Bill Sprinkle subscribes to the philosophy that "...the best truck is the truck that runs the longest, the cheapest." And for Schewel Furniture Company, the best truck is a UD TRUCK.