



**FREEDOM TO  
GROW YOUR BUSINESS  
WITHOUT FLEET  
LIMITATIONS, LEAVING  
NO PROJECT BEHIND.**



[cityrentatruck.com](http://cityrentatruck.com)

# About Us

City Rent A Truck is a family owned truck and van rental operation, centrally headquartered in Kansas City, Missouri. Originally named South Town Leasing, we got our start as the leasing department of a local Ford franchise in 1964. A few years later, the Ford dealership moved east of town and the leasing arm stayed behind, operating as a separate entity. That separate leasing

department was soon renamed City Rent A Truck. We have seen a lot of change in the last half century. However, one consistent theme remains: our commitment to our customers and adapting to their ever-changing needs. As our organization has grown throughout the years, we look back on our small business roots, and refuse to abandon the culture that got us here.

We make the customer experience **memorable** by **building relationships** and showing genuine **gratitude**.



- Jeff Schuetz, President





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# Why Rent?

## FLEET UTILIZATION

Why pay 100% of the cost for something you use 50% of the time?

- Many organizations with a fleet utilization of 50% or worse operate across the United States.
- You wouldn't let an employee show up to work 50% of the time. So, why would you let your trucks do it?

## FLEXIBILITY

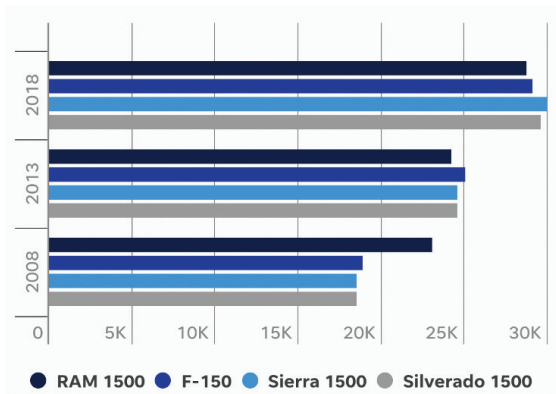
Use the vehicle when you need it. When you're done, just toss us the keys.

- Our Rental and Lease agreements range from one day to three years.
- When short term projects require you to quickly expand your fleet, having an agile fleet partner like City Rent A Truck will allow you to tackle the project.

## TOTAL COST OF OWNERSHIP

Owning trucks is getting more and more expensive... Literally.

- Half ton pick-ups have outpaced inflation by about 3 percentage points since 2008.



Average Price Increase per truck: 50.21% (4.56% annualized)  
Inflation Rate for the same period: 16.69% (1.52% annualized)

- The initial capital cost, financing (interest), depreciation, property tax, insurance, fuel, licensing/titling, maintenance, repairs, and admin labor all must be accounted for.

## CASH ALLOCATION

Reinvest lumps of cash into the business, not into an asset that will not hold value.

- Time value of money
- On average, a vehicle is worth 20% of its original purchase price after five years.
- Lease and rental payments are tax deductible.

## BALANCE SHEET BENEFITS

You don't have to be a publicly traded company to focus on your balance sheet health. A well maintained balance sheet with strong financial ratios is attractive to any creditor.

- Return On Assets (ROA)
- Debt to Equity (D/E) ratio

## ASSET DISPOSAL

The secondary vehicle market has proven to be incredibly volatile. Playing the truck resale game can often be difficult when it is not your core business.

- Let someone else manage residual values.
- No resale responsibility.

## DRIVER SAFETY

By utilizing our late model vehicles, you will have peace of mind, knowing that your employees are protected by the newest safety technology the automotive industry has to offer.

- Vehicle accidents cost employers approximately \$60 billion every year in direct medical expenses, associated legal expenses, property damage and the resulting loss of productivity. (Smith System)
- According to the Occupational Safety and Health Administration (OSHA), a motor vehicle crash occurs every five seconds. Accidents happen. Making sure your employees are in a well maintained newer vehicle not only ensures their safety, but maximizes their ability to avoid an accident all together.

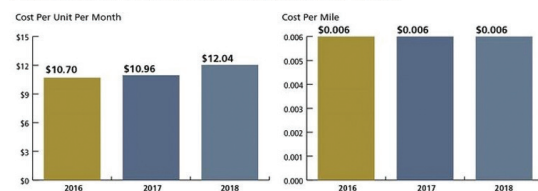
## LATE MODEL UNITS

“With the ever-changing technologies in the trucking sector (government-mandated diesel emissions technologies, improved safety features, more sophisticated telematics), fleets may find that shorter equipment life cycles allow them to keep pace with these changes and ensure that their equipment is as up-to-date as possible. Leasing is an ideal way to do this since shorter terms are common and mitigate the risks and maintenance costs associated with owning older trucks.”

- Mathew Wiethoff

- Maintenance on vehicles over three years old gets incredibly expensive, incredibly fast.
- Mike Spence, senior vice president of fleet services at Fleet Advantage, said maintenance costs for vehicles aged 4-6 years are nearly 3 times higher than they are in years 1-3.
- Even in years 1-3, preventative maintenance will serve as a large expense.

### PREVENTIVE MAINTENANCE SPEND\*



Preventive maintenance (PM) costs increased on a per unit per month basis due to a continued shift toward higher priced synthetic motor oil. However, the continued extension of PM intervals helped to offset these costs.

SOURCE: CHAD CHRISTENSEN, STRATEGIC CONSULTANT FOR ELEMENT FLEET MANAGEMENT

\* INCLUDES DATA FROM CARS, SUVs, CROSSOVERS, & MINIVANS.

# How We Are Different

## PROBLEM SOLVERS

City Rent A Truck prides itself on employing a team of industry experts dedicated to helping you find solutions to your work-truck-related issues.

We have decades of combined experience in fleet management and this allows us to customize a package that is tailor-made to your specific project.

## NO ADD-ON FEES

Transparency is an important part of how we conduct business.

We don't believe in stripping your payment, and then blindsiding you with additional fees at a later date, after you've already signed a contract.

## GPS TRACKING & ELD DEVICES INCLUDED

We give our fleet customers access to GPS and ELD systems on every rental or lease vehicle. This allows your management team to ensure the trucks are maintained properly, drivers operate safely, and gives you the peace of mind that the vehicle is producing the maximum amount of income.

## CUSTOM PRICING AND UNLIMITED MILEAGE

We are more than willing to work on custom pricing for our customer's individual needs.

This often includes, but is not limited to, unlimited mileage packages.

## FREE TOWING

We do not charge additional fees for towing.

City Rent A Truck offers conventional, gooseneck, and 5th wheel options.

## WORK TRUCK EXPECTATIONS

You will not be gouged for routine wear and tear. We understand these are work trucks and allow for average work wear.

City Rent A Truck doesn't treat small dents and scratches as a profit center, like many of our competitors.



## WIDE SELECTION

We offer a variety of vehicle types that include flatbed trucks, dump trucks, pickups, service and mechanics body trucks, cargo vans, box trucks, passenger vans, SUVs, and trailers.

This gives us the flexibility to find you the perfect piece of equipment for your specific project.

## SIMPLE PROCESS

We pride ourselves on the simplicity of our rental and leasing processes. You have more important things to be doing, rather than trying to get a truck off our lot and on to yours.

Make a call, select the right vehicle, get it delivered, work, toss us the keys.

## NATIONWIDE DELIVERY

No matter where you are in the continental United States, we can deliver the vehicles to your jobsite in a timely manner. Typically, within 3 to 5 business days.

We offer the best Work Ready on Demand solutions for your temporary fleet needs.

## MAINTENANCE INCLUDED

Routine maintenance is a nonnegotiable. Not only does it aid in the overall health of the vehicle, but ensures the safety of our customers.

Don't worry about having to pay for preventative maintenance and tires. City Rent A Truck covers those costs on all of our rental units.

## CUSTOM UPFITTING

We offer custom truck upfitting for qualifying rentals.





We offer the best work ready on demand solutions for your temporary fleet needs.



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