



January 2011

The Dumping Ground News

Your resource for dump body information and more...



Chatting It Up with President of Ox Bodies and COO of TBEI—Eric Blackwell



Q: What are your plans for 2011-2012?

Eric: Invest in our customers, invest in our people, and invest in our product portfolio.

Q: Over the past few years, the economy has really impacted the Class 8 Dump Truck business. How do you know what to plan for in the coming years?

Eric: First, I get out and visit with customers to listen to what they tell us about their business. I also do market research and study the economy to better understand how that impacts us all. I understand that the Class 8 Dump Truck business will stay flat most of 2011, with a slight increase by the end of the year. However, we do anticipate a more active 2012 when the construction industry begins to bounce back.

Q: How will Ox Bodies prepare for future demands?

Eric: We listen and respond to what our customers tell us. In addition, we have been investing in our people and the organization to continue to respond quickly to our customer's requests. We are well positioned to handle any increase today and in the future. As the market demand grows we are poised to grow with it.

Q: Any parting thoughts?

Eric: We are excited about the things we're working on for 2011-2012 (from TBEI and Ox Bodies). While we can't divulge the details yet, our efforts are keenly focused on:

- Enhancing customer support and streamlining our processes
- Increased durability on components
- New features to existing products
- New products

Everyday we continue to find ways to deliver the right products for the right applications based on listening to our customers and what the market demands.

We appreciate our customers for being loyal to us for so many years and the new customers that have put their trust in us to deliver a high quality product in a timely fashion. We will continue to strive for excellence and, as always, we welcome customer feedback.

Respectfully,

Eric Blackwell

LOOK FOR US AT THE CONEXPO/CONAG SHOW IN LAS VEGAS, MARCH 22-26, 2011
(MORE DETAILS COMING SOON)

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Welcome! How is your year shaping up? Are you seeing more hauling opportunities? Let's hear from TBEI—Ox Bodies' President/COO Eric Blackwell and get his outlook on 2011 and what's in store for you, our customers.

Please email us with your suggestions and questions.

dpuckett@tbei.com

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Trivia Highlight

Which truck maker builds the Classic XL?

- A. Peterbilt B. Sterling
C. Freightliner D. Volvo

Find answer:

www.oxbodies.com/newsletter

WILL YOU BE ATTENDING THE CONEXPO/CONAG SHOW?

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Truck Bodies & Equipment International (TBEI) is a Minnesota-based corporation that encompasses six leading manufacturers of dump truck bodies, hoists, and truck and trailer equipment: Crysteel, Ox Bodies, Rugby Manufacturing, DuraClass, and J-Craft brands.