



A LEGACY OF QUALITY



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The legacy of quality for which Great Dane is known carries on from one generation to the next. Traditional values are maintained while the latest technology is evident throughout the company, from the products themselves to internal systems. From humble beginnings in 1900, Great Dane has grown into a company known for excellence in its field. While we only aspired to be the best, we also became the largest trailer company in the world. In fact, Great Danes are widely recognized throughout the industry as number one in quality and durability.

The finest workmanship can be found in the van, platform and refrigerated trailers we produce. While our varied product lines feature substantial standard specifications to meet the many needs of our customers, we also provide custom specifications to fulfill specific customer requirements. Our engineers can design precisely what the customer requests.

Our engineering and research and development departments feature the most talented engineers in the industry and state-of-the-art computer technology. Through the use of computer analysis, comparison to real-world highway data, and physical testing, Great Dane's engineers are able to develop reliable and

efficient trailer designs to meet customers' rapidly evolving needs.

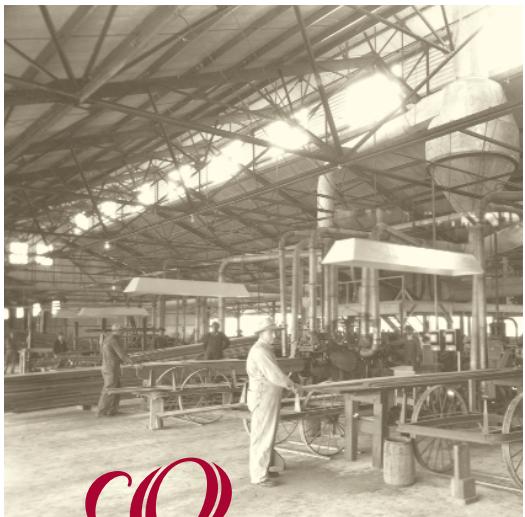
Likewise, our manufacturing and production facilities are the finest in the industry. A visit to one of Great Dane's manufacturing plants often amazes even veteran trailer buyers — old-fashioned work ethics and pride of workmanship are found side-by-side with modern technology.

Great Dane has the best company representation to deliver our commitment of customer satisfaction. Nine strategically located plants comprise our distribution system, and sales, parts and service facilities can be found coast to coast in the United States, Canada and Latin America.

Great Dane sales representatives, definitely a cut above the rest, are the final link with the customer. They strive to learn everything about a customer's operation and are the open door through which the customer can access a wealth of knowledge and information.

Great Dane's commitment to building superior products and fulfilling customer needs has taken us from a small, steel fabricating company to the number one trailer manufacturer in the world. These simple yet essential goals are the foundation of the Great Dane legacy and will remain the driving force behind our continued success.





Great Dane Trailers

SAVANNAH, GEORGIA



Sheet metal blowpipe systems with their familiar cyclone dust collectors were an expected sight at sawmills, planing mills, and furniture plants throughout the Southeast at the turn of the century. Many of these dust and chip collecting systems were fabricated at the Savannah Blowpipe Company, then transported and erected throughout the region. The company had been established in 1900 in Savannah, Georgia with a total capitalization of \$3,000. It was destined to prosper and grow. With growth came change. By 1912 the Savannah Blowpipe Company had begun to fabricate light structural steel and steel plate products.



In 1931, The Savannah Blowpipe Company was incorporated as The Steel Products Company. Total assets were about \$100,000. The new corporation saw a new economic opportunity inherent in

the development of better highways throughout the Southeast. It decided to design and manufacture truck trailers for over-the-road freight hauling.

To implement this decision, The Steel Products Company hired the best trailer man it could find. He had been building truck trailers in Greenville, South Carolina and had been calling them by the name Great Dane, the name applied to trailers built by The Steel Products Company. It seems he had been familiar with the use of Great Dane dogs in Belgium and other countries as work animals. They were known for their strength and stamina. The trailer man thought these were the outstanding qualities of his product, and they have been among the dominant qualities of Great Dane trailers ever since!

A market for lighter weight trailers gradually developed through economic pressures and the advent of highway weight laws aimed at haulers. In 1938, The Steel Products Company responded to this new opportunity with lightweight tank trailers and van trailers made of high tensile steel. A stressed-skin van of exceptionally lightweight design became the principal Great Dane product.



(top left, top right)
Blowpipe systems like this one were common throughout the Southeast at the turn of the century.

(above)
One of the first Great Dane van trailers, 1931.



TRAILER PRODUCTION AT GREAT DANE TRAILERS began in 1930 and the company's history has spanned virtually a century. Over the years, Great Dane's significant manufacturing and product improvements have greatly impacted the motor-carrier industry. Great Dane trailers are currently in existence throughout the world.



DESIGNED FOR APPEAL!  ENGINEERED FOR STRENGTH!

The Big Swing

IS TO
“GREAT DANE” Trailers
THE STEEL PRODUCTS CO., INC.
SAVANNAH, GEORGIA



THE HISTORY OF GREAT DANE TRAILERS reflects the history of American business and industry. This early ad, circa 1940, played on the popular “Pin Up Girl” image so prevalent in advertising during and after World War II.



THE STEEL PRODUCTS COMPANY produced about 12,000 trailers on government contracts during World War II. The Company was awarded the Army-Navy “E” for excellence in quality and construction five separate times.



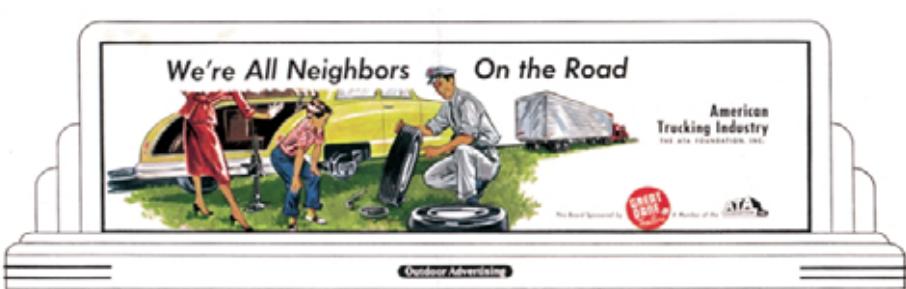
THE SALES DISTRIBUTION GAPS between the Southeast and Northeast were soon closed, and Great Dane distributorships began invading the Midwest.



Early refrigerated trailers made long-distance shipping of fruits and vegetables possible.

ADDITION OF REFRIGERATED TRAILERS

The Steel Products Company pioneered the refrigerated trailer field. In the early forties it built the first produce van with a wet ice bunker and a gas engine and blower system, which was soon followed by the first factory finished refrigerated van. The Great Dane reefer, as this type of trailer came to be known, has never relinquished its leadership.



Billboards like this from 1955 showed Great Dane's commitment to the motor-carrier industry and the community.

By 1949, The Steel Products Company again responded to an economic opportunity, this time with a van trailer made of aluminum and with a tandem axle.

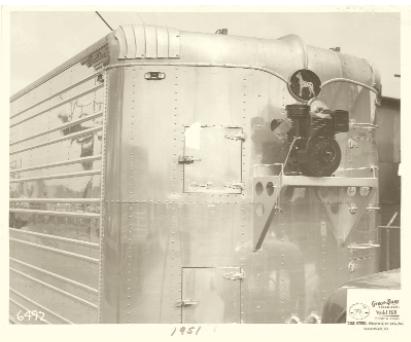
In 1953, refrigerated aluminum trailers were in demand for use in the Florida perishables market and became the standard for the eastern United States.

Sales outlets had been established in 31 cities and 18 states throughout the eastern half of the United States.

NAME CHANGED TO GREAT DANE TRAILERS

In 1958, The Steel Products Company changed its name to Great Dane Trailers, Inc. The following year, Great Dane brought out a redesigned line of van trailers and perfected a new tank trailer line, both largely of lightweight aluminum. As these new trailers again won widespread acceptance, it was decided to phase out all

structural steel products and further expand trailer production. Great Dane was finally in the truck trailer business one hundred percent!



Great Dane reefers give you light weight and tough quality



If you want the best lightweight reefers, you need Great Danes. You can get them from stock or have them built to your specifications. Because of the demand for lightweight reefers we naturally build them, using the lightest weight quality materials. Aluminum and high strength steel reduce weight yet maintain the structural integrity of heavier, but less expensive, materials.

Compare our reefer weights, spec for spec, with any others. You'll see that Great Dane quality doesn't

weigh more. Buy lightweight Great Danes and get the bonus of tested tough, service proven reefers that will operate profitably and be worth more when you trade them.

Call your Great Dane representative (Yellow Pages) and let him help you get the lightweight reefers that you want.



Quality is our product
Great Dane Trailers
P. O. BOX 67 • SAVANNAH, GEORGIA 31402

ADVERTISEMENTS LIKE THIS ONE heralded Great Dane's continued dominance of the lightweight reefer.

Great Dane entered the piggyback and container market, completing its first piggyback trailer order in 1961 and its first maritime container order in 1963. Sales outlets had been established in 24 states blanketing the eastern half of the country.

In 1966, Great Dane announced a two-million-dollar expansion program, which increased trailer production one hundred percent.



In 1972, Great Dane acquired a second manufacturing facility by purchasing Arrow Trailers in Memphis, Tennessee. Today, all platform trailers are constructed at this plant. Since this time, production at the Memphis plant has increased by almost two hundred percent.

In 1974 following a period of unprecedented increases in production, a decision was made to build yet



GREAT DANE PROVIDED
piggyback trailers for much
of the railroad industry in the
early 1960s.

another manufacturing facility for van trailers. Brazil, Indiana was selected as the location for this plant, due to its centralized location to serve the western and midwestern trailer markets.

Simultaneously, expansion and innovations in insulating methods at the Savannah plant further expanded its capacity for reefers.

The decision was made to almost double the Brazil facility by adding a refrigerated trailer production line, completed during the first quarter of 1978. Expansion and improvement soon became everyday words and quality a way of life.

Great Dane experienced explosive growth in the 1980s. This growth allowed great strides in trailer technology and more efficient service to customers.

During 1988, Great Dane acquired the SuperSeal reefer product line and the Wayne, Nebraska Plant from TimpTe. The

addition of SuperSeal reefers created the broadest line of reefers in the industry.

Great Dane installed computer controlled Road Simulation Equipment in the Research and Development Lab — the only one operational today. This was followed closely by the use of Finite Element Analysis software, key in achieving optimum strength-to-weight designs.

In 1996, Great Dane opened a dry van plant in Terre Haute, Indiana, as well as a parts distribution center adjacent to it. With 1997 came a merger of Great Dane and Pines Trailer, creating Great Dane Limited Partnership – the world's largest trailer company.

In 2000, the company celebrated its 100th anniversary. This was a memorable occasion, as less than one company in 10,000 lives to observe 100 years in business. Great Dane underwent another period of growth between 2001 and 2002 with two major acquisitions: the purchase of Strick's Eastern Van Manufacturing facilities in Danville, Pennsylvania and Abbeville, South Carolina and two of Trailmobile's manufacturing facilities in Jonesboro, Arkansas and Charleston, Illinois. With locations relative to their existing plants, this move has allowed Great Dane to better serve their diverse customer base across Canada and the northeast region of the United States.



Great Bloodlines



Great Dane Trailers are proof that the best breeding yields the best results.

At Great Dane, quality is in our blood. We have the industry's most knowledgeable sales and engineering people and the industry's most extensive distribution system ready to assist you in selecting the best specifications for any operation. With innovative designs and the highest in quality standards, Great Dane is the leader of the pack when it comes to trailers.



Great Dane

A Division of Great Dane Limited Partnership

Visit us at www.greatdanetrailers.com

Financing available through Great Dane Financial, L.L.C.

Great Dane's commitment to quality and innovation has made it the industry leader. These principles were expressed as a part of Great Dane's 100th Anniversary ad campaign.

A PUREBRED LINEAGE

The finest workmanship can be found on the van, platform and refrigerated trailers designed and manufactured by Great Dane.

Whether a customer chooses a standard spec'd trailer or opts to add innovative, custom spec's to meet his specific requirements, purchasing Great Danes is one of the most valuable investments a fleet owner can make.

From the very beginning, Great Dane trailers have been produced to the highest standards of strength and stamina, and today they are known for being number one in quality and resale value.



FREIGHT VANS

Great Dane entered the trailer market with freight van trailers. Whether with aluminum or stainless steel skin, these vans provide a better return on your equipment investment.

Great Dane has specific models for almost any hauling need, but we encourage customers to work with our engineering department to develop their own custom spec's, whether on one van or hundreds, to secure a trailer that precisely fits their requirements. By adding innovative, custom spec's to Great Dane's road-proven, standard specifications, you can acquire vans that will add productivity to your operation for years down the road.

Our aluminum freight vans are available in corrugated or flat sides, and feature extruded aluminum front impact plates to provide full protection from external damage. Great Dane's stainless steel provides superior puncture resistance, reduced maintenance and a high residual value.

Among the features Great Dane engineers have designed to add longevity to the life of the trailers include exceptional front end strength, provided by two and one-half inch deep hat-section steel posts with flat

aluminum front panels riveted to the posts on two inch centers at sheet laps, and roof bows, which are designed to provide good drainage and maintain a consistent height from side to side.

Great Dane also offers Furniture and Electronic vans that are designed to meet high-cube hauling needs. They incorporate the same exceptional characteristics found in all Great Dane freight vans, along with features and options designed specifically for high-cube applications.

The P-Series dry freight van line is the end result of one of the most comprehensive engineering and manufacturing projects in Great Dane's history. The P-Series incorporates features and options that will save the customer money now and throughout the life of the trailer. While the P-Series represents the best trailer value available, it maintains the quality, strength and integrity found in all Great Danes.

The SSL Dry Freight Van sets the standard for strength and durability. Its distinction is the unique construction of its interior lining – single sided laminate. An interior



Classic Freight Van - Many quality features that are standard on Great Dane vans are costly options, or possibly unavailable on other makes.

P-Series - Highly efficient, durable and rugged product at a competitive price.



SSL - A higher cubic capacity comparable to plate and composite wall trailers, but with unmatched durability.

panel far superior to that of plywood or plastic linings. The SSL design possesses all of the advantages of conventional sheet and post construction, including ease of repair. Available in two widths, 100" and 101", the SSL provides more cubic capacity than standard dry freight vans.

REEFERS

A pioneer in the refrigerated trailer field, Great Dane built the first produce van in the early 1940s. It had a wet ice bunker and a gas engine and blower system, which was soon followed by the first factory-finished refrigerated van. It came to be known as the Great Dane reefer, which today is recognized as the number one reefer on the road.

Great Dane reefers, whether Classic Aluminum or Stainless Steel, SuperSeal, Super LT or Thermacube, are built from the ground up to be specially designed for customers' individual operations. With the broadest line of reefers in the industry and literally hundreds of options available, Great Dane can match your

needs with a reefer that will be more productive for a specific haul.

PLATFORM TRAILERS

In 1972, Great Dane acquired a second manufacturing facility by purchasing Arrow Trailers in Memphis, Tennessee. Today, all platform trailers are constructed at this plant.

Recognized as the workhorses of trucking, platform trailers are expected to go that extra mile. Great Dane flats do. They are designed with your specific type of load in mind. Whether you haul steel coils, building products, tall machinery, or long, self-supporting loads, a Great Dane platform trailer will take your loads down the road for years. With a long list of options to customize the trailer for your precise use, you have the opportunity to obtain trailers that are built better to last longer.

Great Dane offers a broad line of platform trailers, including all steel, steel-aluminum combination, drop deck, and extendable. Great Dane's all-steel GP models provide customers with a superior platform trailer.

The steel-aluminum combo GPL model is a lighter weight platform trailer that offers the same superior standard specifications and maintains the structural integrity customers expect from a Great Dane.

The model GPD drop-frame trailers were designed for heavy-duty hauling where low deck heights are required. Great Dane's model GPE extendable platform trailers are the choice for versatility and durability found only in premium equipment. Extendable in five foot increments to a length of 90 feet to carry self-supporting loads, the GPE also can be used as a conventional trailer when closed.

Great Dane also offers the *FREEDOM* line of platform trailers. By combining aluminum and high-strength steel components, the *FREEDOM* has been designed to haul the heavy loads but without the added weight. Available as a flat and as a drop, the *FREEDOM* offers a competitive weight, competitive price and a valuable set of standard features to meet the needs of today's platform trailer user.



SuperSeal - Exceptional light weight, extreme structural integrity and proven high resale value.



Classic Stainless - An exterior skin of mirror finish stainless steel which never tarnishes and offers unparalleled appearance and strength.



FREEDOM Flatbed - The use of aluminum in this combination trailer allows the weight to be competitive while maintaining structural integrity.



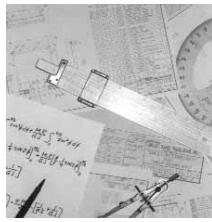
Super LT - Constructed to meet the demands of the long-haul truckload carrier.



Classic Aluminum - Constructed of prepainted aluminum panels and extruded aluminum Z-post uprights for exceptional strength.



FREEDOM Drop Frame - Designed for heavy-duty hauling where low deck heights are required.



Slide rules and compasses gave way to state-of-the-art computer equipment as Great Dane continues to be the industry leader in innovation and quality design.

A TRADITION OF LEADERSHIP

During Great Dane Trailers' evolution from a steel fabricating company to the number one trailer manufacturer in the 1900s, two goals have driven the company — building superior products and fulfilling customer needs.

Over the years, Great Dane management never lost sight of those ideals. Their focus on quality has endured, even to the present. There never was a goal to be the largest — just the best. The best at listening to customers and the best at building first quality trailers to fill their needs. If becoming the largest results from being the best, then so be it.

Listening to customers has kept Great Dane ahead of trends and sensitive to what really is important. A sensitivity to detail only exists when a company team shares in a commitment to excellence. The Great Dane team has made such a commitment and does go that extra mile to assure that only the best in trailers are produced and that customer needs are fully satisfied.

Leadership can take many forms, Great Dane's form of leadership includes quality products on the leading edge of technology; company people with high ideals; and, above all complete customer satisfaction. Total commitment to these values will most certainly help Great Dane lead the industry on into the twenty-first century.

We're not just **Behind You.** We're **Leading the Way.**

While you have to think ahead to succeed, we believe it also helps to stop and take a look behind you.

That's where Great Dane comes in. We're right behind you, providing the strength and dependability you need to deliver precious cargo safe and sound, day after day — no matter how harsh the conditions may be.

Great Dane offers a superior line of exceptionally strong yet lightweight refrigerated trailers including the SuperSeal XLT, Classic Reefer and ThermoCube Reefer. Each model provides the structural integrity that has made Great Dane Trailers the industry leader.

With Great Dane behind you, you can also lead the way.



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Great Dane
We're Behind You.

TRAILER DESIGN MUST FULFILL CUSTOMER REQUIREMENTS

At Great Dane, it is considered extremely important for customers to have easy access to engineers, and all sales representatives as well as customers have direct access to the various engineering groups. It is this direct link between the end users and Great Dane engineers that has fostered a real world understanding of trailer requirements.

Development of reliable and efficient designs to meet customers' continually evolving needs requires the ability to rapidly evaluate new designs. Three categories comprise this evaluation, including: the use of computer analysis, which guides the engineer and speeds up the design process; comparison to "real world" highway data; and physical testing, which is used as the final proof of a new design.

Great Dane's Research and Development Group is the formal result of research and development that dates back to the 1950s. Once a totally new design is approved, a prototype is built and tested on the most advanced, computer-driven road simulator in the industry.

This multi-million-dollar test device can expose a trailer to an equivalent of 10 years of real world wear and tear in less than 10 days.

Detecting the smallest flaw is the ultimate goal, and the road simulator is used as Great Dane's microscope — every product failure is considered an engineering success. Knowing the nature of the failure greatly aids in understanding what types of loadings, design, or materials need to be altered to eliminate an operational problem.

Continuous testing of trailers — Great Dane and others — is the only way to assure that Great Danes remain



the best products tested, and more importantly, the absolute best trailers on the road. To do this, our engineers painstakingly test prototypes until they are convinced that the quality of the design is unsurpassable. Using many types of sophisticated equipment, they test for road stress, weight bearing capacity, structural weakness, thermal leaks and brake efficiency. Weight is

engineered out while strength and insulation qualities are engineered in.

Great Dane also recognizes the valuable resource we have in our key

suppliers. Working with them to constantly refine their products has long been an important part of our emphasis on improved products and product quality. We recognize that the products we offer must be the most technologically advanced available. Many of the advancements are vendor supplied and working with those suppliers on manufacturing and installation is key.

It is our commitment to the overall picture of product design, research and development, and vendor partnerships that assures purchasers of more return on their equipment investment.



ASSISTING CUSTOMERS

Great Dane sales representatives function as knowledgeable consultants. They bridge a most important gap between their customers and the various support groups within Great Dane. It is their job to ascertain their customers' needs and involve the Great Dane support groups possessing the expertise required.

Definitely a cut above the rest, Great Dane's sales people are fully committed to learn everything necessary about each customer's operation. They provide invaluable assistance to their customers to obtain the most productive transportation equipment.

Great Dane sales consultants, along with engineers, represent a vast information base for customers. They are the link with the sum of the company's experience. By using this resource, trailer purchasers can take advantage of a wealth of knowledge. By rising to any challenge, Great Dane people make it happen. However, sometimes they won't. Their philosophy maintains that they would rather lose a sale than provide equipment not suited for the intended purpose.

At Great Dane, you really only need to know your sales representative. Through them, you have an open door to the entire organization. Working as a team, they will produce whatever is necessary to fulfill your exact needs.

OLD-FASHIONED WORK ETHICS

A visit to one of Great Dane's manufacturing facilities often amazes even veteran trailer buyers. An old-fashioned work ethic is prevalent. Pride in workmanship abounds. Manufacturing tolerances are tight. Banners everywhere state, "Our customers pay for the best. It is up to us to see that they get it." And everyone does!

Quality cannot be inspected into a product after completion. All workers are responsible for their own quality control. Deficiencies must be corrected before the trailer advances further.



As a final step, each trailer travels down a "final inspection line." On this line, every detail is checked again. All imperfections are corrected before a Quality Control decal is signed and affixed. Then, and only then, is a trailer released to its owner.

Old-fashioned work ethics and pride of workmanship do blend well with modern technology. Precise repeatability of robotics, computers and lasers help dedicated, experienced craftsmen economically produce the best trailers available.



SERVICE AFTER THE SALE

Great Dane's network of sales, service and parts facilities across the United States and Canada deliver the corporate commitment to your door. Customer service should never end when trailers are delivered. Customer satisfaction is the result of Great Dane's commitment to teamwork. At Great Dane, the relationship begins when a customer first meets a member of that team. They make sure that the equipment delivered is precisely as



ordered. They respond with parts and service when needed. No company anywhere satisfies warranty calls faster. They guarantee quality products and old-fashioned service second to none. Relationships with Great Dane last — their people see to that!

THE LEGACY CONTINUES

Great Dane is a typical phenomenon of the American economy — a small business that grew and changed as the country offered opportunity for profitable change. The legacy of that growth and change has been set forth because it is of interest to many people with widely varying viewpoints. To the economist and investor. To the motor-



carrier and the freight forwarder. And to the thousands of Americans involved in the design, manufacturing, sale or repair of Great Dane Trailers.

From the very beginning, Great Dane has produced their trailers to the highest standards of strength and stamina. It has been this commitment to consistent quality, innovation, and the customer that has made Great Dane the industry leader.

