

## First Annual Beautiful Truck Contest

### *Mattress Giant's Bold Graphics Win*

*Printed on reflective material are attention getters in daylight and night-time.*

**Local Delivery  
Truck Over 25  
Million Sales**



**Mattress Giant** has over 250 stores in 14 states. The bold "Catch Some Zzz's" graphics are attention getters in daylight and night time since they are printed on reflective material that allows the message to be seen by early morning and evening commuters. The message is coordinated with their current advertising campaign. The company reports that, "Mattress Giant installed the new graphics on its trucks to give them a much needed face lift and create some excitement among employees and customers."

**Equipment:** 2004 Freightliner M-2 with a 26 ft. aluminum body powered by a Caterpillar 3408. The engine is coupled with an Eaton automatic transmission and a Rockwell rear axle.

**Graphics:** On 3M reflective material and printed by Lowen Color Graphics. Local contractors in each region Mattress Giant serves were hired to professionally apply the graphics.

**Special Modifications:** The 26-foot Morgan body has special logistic appointments to ease loading and unloading, boost maximum capacity and protect against damage. The van body has a curbside door and the floors are coated with double polyurethane.

**Maintenance:** Outsourced to Penske Leasing, a national leasing company that also provides fuel at an attractive price. Delivery Radius: Generally within 20 miles of each store.

**Submitted by:** Ken Cozart, VP Operations, a 30-year veteran of Ryder Transportation Services.

By: Dan Bolger