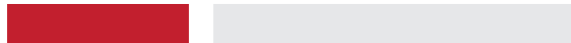


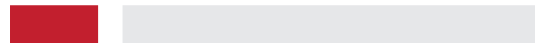


# DRIVING SUCCESS:

REAL-WORLD SOLUTIONS FOR  
A MOBILITY MANUFACTURER'S  
COMPLEX LOGISTICS



**AVERITT**



---



## DRIVING SUCCESS: REAL-WORLD SOLUTIONS FOR A MOBILITY MANUFACTURER'S COMPLEX LOGISTICS



In an industry where timely delivery and product integrity are critical, the logistics challenges for manufacturers of large and sensitive products like motorcycles and marine engines can be daunting. This case study examines how Averitt's comprehensive suite of logistics and transportation services provided stability and operational excellence for a major player in the mobility manufacturing sector.

### **Shipper Background:**

Our shipper is a leading manufacturer in the mobility sector, producing a variety of motorcycles, ATVs, outboard engines, and other internal combustion engines. Their product range includes everything from small jon boat motors to 350-horsepower four-stroke engines. As the company grew, so did the complexity of its logistics needs, requiring a more reliable and flexible partner.

### **The Challenges:**

Prior to partnering with Averitt, the shipper experienced several logistical issues that hindered their supply chain efficiency:

- **Warehouse limitations** leading to inconsistent inventory levels.
- **Service and damage issues** with their previous carriers, especially regarding less-than-truckload (LTL) shipments.
- The need for a more reliable and scalable logistics partner to manage **peak seasons and large, bulky items**.

## AVERITT'S SOLUTION:

Averitt deployed a full range of asset-based transportation and logistics services to address the shipper's needs:



// 1



### CUSTOMIZED DISTRIBUTION AND FULFILLMENT SOLUTION:

- Averitt received and managed the shipper's inbound shipments from the West Coast, optimizing warehouse layouts to ensure high-turn items were positioned for easy access. By positioning high-turn items closer to dock doors, the potential for damages caused by moving freight through the warehouse was also minimized.
- Dual warehouse management system usage (Averitt's and the shipper's systems) ensured accurate inventory tracking and billing, and reduced warehouse damages to near zero.
- Positioning inventory in multiple Averitt Distribution and Fulfillment Centers, such as in Atlanta and Dallas, provides quick order fulfillment for the shipper's key markets.

// 2



### EFFICIENT HANDLING OF LARGE AND BULKY ITEMS:

- Averitt managed products such as full-size ATVs, motorcycles, and large outboard motors, stacking crates up to five high, maximizing space.
- Specialized training and handling processes minimized damage risks. Understanding the weight dispersion within the crates, where a motor could be heavier on one end, allowed Averitt associates to move products safely and reduce potential damages.
- Customized standard operating procedures ensure consistent, quality handling tailored to the shipper's specific requirements.

# AVERITT'S SOLUTION:

## CONTINUED

Averitt deployed a full range of asset-based transportation and logistics services to address the shipper's needs:



## FLEXIBLE TRANSPORTATION SOLUTIONS:

- Averitt provided a range of transportation options, including **LTL**, **truckload**, and **expedited services**, supporting the shipper's delivery to dealers across North America. The flexibility allowed the shipper to adjust inventory levels based on seasonal demand without long-term space commitments.
- Our metered store delivery system keeps inventory moving to dealers precisely when needed, minimizing lead times and reducing inventory overages at dealer locations.
- By maintaining a 98% on-time standard LTL delivery rate, Averitt meets dealer demands with accuracy, providing peace of mind that shipments will arrive as scheduled and damage free.

// 3



// 4

## FINAL MILE AND DEALER-FOCUSED DELIVERIES:

- While the shipper currently focuses on dealer deliveries rather than direct-to-consumer, Averitt's capacity to offer final mile delivery provides added value should the shipper expand to direct consumer deliveries in the future.



## RESULTS:

- **Increased Operational Efficiency:** Averitt's warehousing and inventory management reduced damage claims, improved inventory accuracy, and ensured timely shipments, especially during peak seasons like hunting season for ATVs and summer months for marine engines.
- **Improved Customer Satisfaction:** The shipper's dealers benefited from Averitt's reliable delivery times and handling processes, which minimized disruptions and ensured consistent availability of products.
- **Supply Chain Stability:** The shipper described Averitt as a "set it and forget it" partner, emphasizing the peace of mind gained from Averitt's consistent performance, including a 98% on-time standard LTL delivery rate.

## CONCLUSION:

For mobility manufacturers dealing with complex logistics challenges, partnering with a provider like Averitt, which offers flexible, scalable solutions tailored to specific industry needs, can make all the difference. With a proven track record of success, Averitt continues to support manufacturers as they navigate the demands of a fast-moving, high-stakes market.

### POWER OF ONE APPROACH: COMPREHENSIVE LOGISTICS SOLUTIONS UNDER ONE ROOF

At Averitt, our Power of One approach offers shippers an integrated logistics experience, bringing together every service needed to streamline your supply chain. With **LTL** for flexible regional and North American coverage, **Truckload** services offering extensive capacity and cross-border support, and **Dedicated fleet solutions** tailored to your operations, we provide seamless transportation from start to finish.

Our **Distribution & Fulfillment** services offer warehousing flexibility with nearly 5 million sq. ft. of space, adaptable for seasonal fluctuations, while our **Integrated and Global Solutions** handle everything from cross-border transport to customs brokerage.

With facilities near major East and Gulf Coast ports (Norfolk, Savannah, Charleston, Jacksonville, Mobile, and Houston), Averitt enables direct distribution from port to market, minimizing handling time and expediting delivery. Our strategically located facilities reduce transit times and optimize distribution by bypassing the need for inland distribution center storage, allowing products to reach dealers faster and with fewer touchpoints.

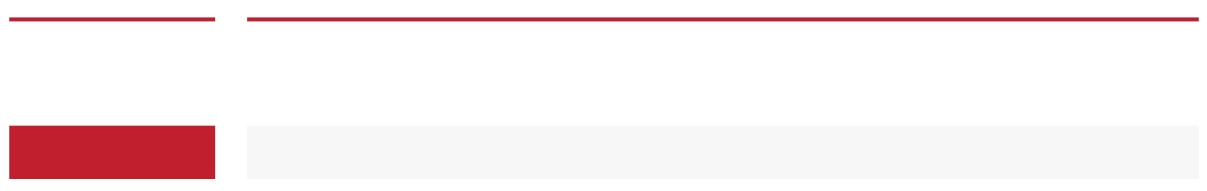
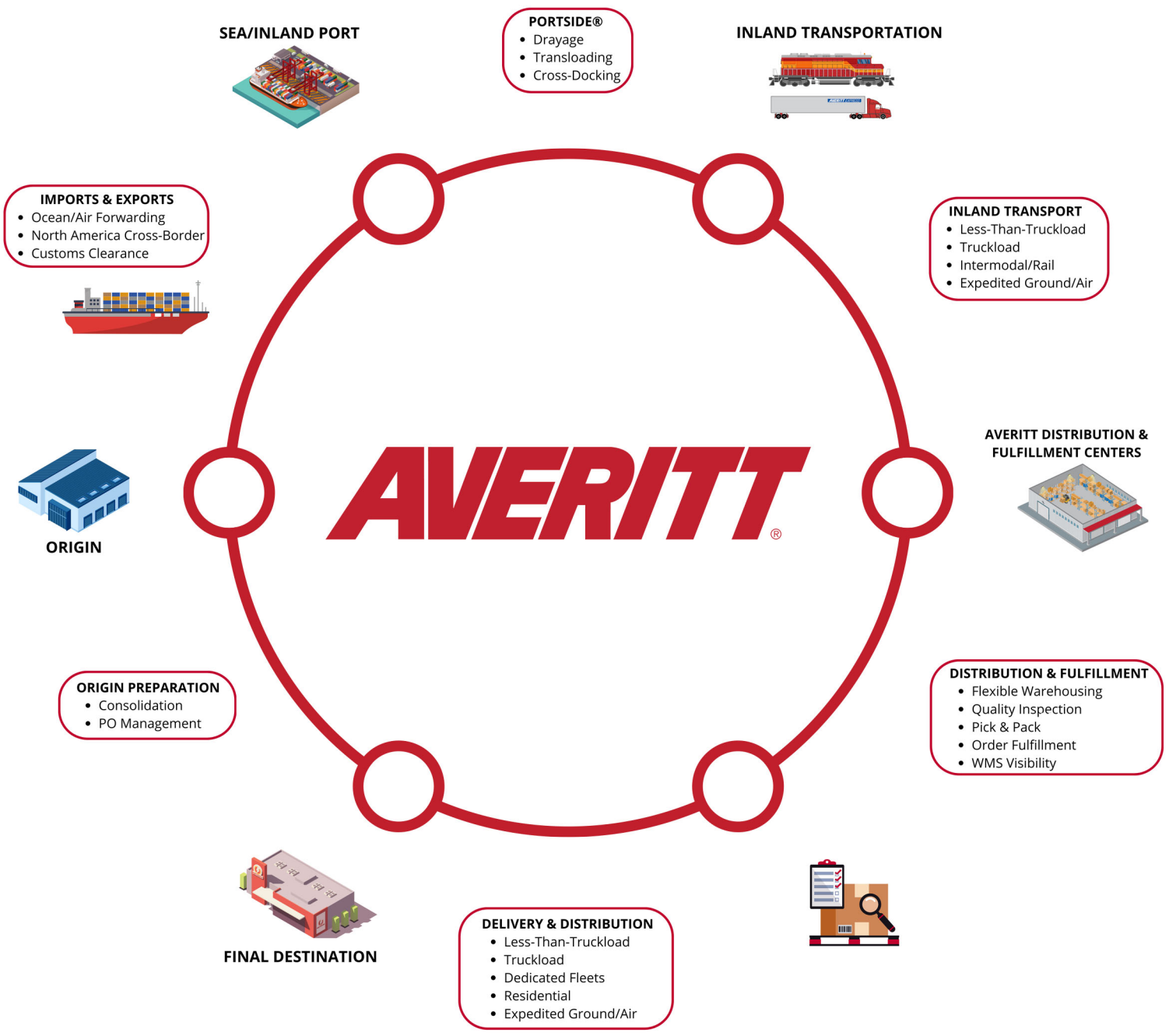
By consolidating all your logistics needs into one reliable partnership, Averitt's Power of One approach simplifies operations, enhances efficiency, and enables a cohesive flow across your supply chain. With one contact and one invoice, we bring the full power of our capabilities to meet your unique logistics needs, so you can focus on what you do best—while we take care of the rest.



Discover how Averitt's comprehensive supply chain solutions can optimize your operations from start to finish.

Visit [Averitt's capabilities](#) to learn more about the Power of One.

# THE POWER OF ONE



averitt  
cares for  
**kids**  
SINCE 1986  
**\$15+ MILLION**

**PROUDLY**  
SERVING SHIPPERS FOR  
**50+**  
**YEARS**

**CUSTOMER**  
**24/7**  
**365**  
**SERVICE**

**QUALITY AWARDS**  
3 QUEST FOR QUALITY | 3 MASTIO | AND MORE

**3.3+M SQ FT**  
**DISTRIBUTION & FULFILLMENT SPACE**  
+1.6M SQ FT OF CROSS-DOCK SPACE

**ENVIRONMENTAL REDUCTIONS**  
SINCE JOINING SMARTWAY  
5.4M GALLONS DIESEL FUEL  
84% NOX EMISSIONS  
36% CO2 EMISSIONS



**CLAIMS RATIO**



**ON-TIME LTL**



**BILLING ACCURACY**



**ON-TIME EXPEDITED**

**8,500+**  
ASSOCIATES

**23,000**  
PIECES OF EQUIPMENT

**85**  
SERVICE CENTERS

**THE POWER**

**OF ONE**

**ONE PARTNER, ZERO WORRIES.**

**LTL**

REGIONAL  
NORTH AMERICA  
FINAL MILE  
LOCAL CUSTOMIZATION  
EXPEDITED  
POOL DISTRIBUTION  
AVERITT CONNECT TMS

**TRUCKLOAD**

DRY VAN  
PRODUCTION & EVENT LOGISTICS  
EXPEDITED  
INTERMODAL  
DRAYAGE  
TRANSLOAD

**DEDICATED**

DRY VAN  
FLATBED  
REFRIGERATED  
CUSTOMIZED TRAILERS

**DISTRIBUTION & FULFILLMENT**

WAREHOUSING  
ORDER FULFILLMENT  
E-COMMERCE  
PORTSIDE®  
WMS

**INTEGRATED**

INTERNATIONAL  
EXPEDITED  
SPECIALIZED EQUIPMENT  
INTERMODAL  
TRADE SHOW DELIVERY  
NORTH AMERICA TRUCKLOAD BROKERAGE  
AVERITT ENTERPRISE TMS

**1-800-AVERITT**

**Averitt.com**

# THE POWER OF ONE

WITH AVERITT, you get access to an entire range of logistics and transportation services, all under a single, highly respected roof. From more flexibility and a broader range of options, to a consistent experience, complete accountability and the peace of mind that comes from working with a resource you trust...

**YOU'LL FIND EVERYTHING YOU NEED IN ONE MIGHTY POWERFUL PLACE.**

## LTL

**800-AVERITT (800-283-7488)**

ratequotes@averitt.com  
customerservice@averitt.com  
expedited@averitt.com  
averittconnect@averitt.com

- Regional
- North America
- Final Mile
- Local Customization
- Expedited
- Pool Distribution
- Averitt Connect TMS

## TRUCKLOAD

**866-249-8496**

truckload@averitt.com  
ontour@averitt.com  
expedited@averitt.com  
intermodal@averitt.com

- Dry Van
- Production & Event Logistics
- Expedited
- Intermodal
- Drayage
- Transload

## DEDICATED

**615-333-4431**

dedicated@averitt.com

- Dry Van
- Flatbed
- Customized Trailers
- Refrigerated
- Managed Transportation

## DISTRIBUTION & FULFILLMENT

**877-339-3530**

distribution@averitt.com  
portside@averitt.com

- Warehousing
- Order Fulfillment
- E-Commerce
- Portside®
- Warehouse Management (WMS)

## INTEGRATED

**866-249-8496**

northamerica@averitt.com  
international@averitt.com  
cross-border@averitt.com  
specializedservices@averitt.com  
enterprise@averitt.com  
intermodal@averitt.com

- International & Cross-Border
- Expedited
- Intermodal
- North America Truckload Brokerage
- Trade Show Delivery
- Averitt Enterprise TMS
- Specialized Equipment (Flatbed, Refrigerated, Cargo Vans, and more)

**TECHNOLOGY SUPPORT - 877-281-7131 - support@averitt.com - WEBSITE | TMS | WMS | EDI | API**

**VALUE-ADDED:** Centralized call center with 24/7/365 customer support, fast response, highly skilled staff; SOP process to help fully define your requirements and determine the optimal approach using our people, processes and systems; Strict performance metrics to measure our operational performance; Best-in-industry professional image from associates, equipment and facilities; Green/Sustainability through membership in the EPA SmartWay program



No other LTL carrier in the South has been recognized more often by Logistics Management's Quest for Quality program

# AVERITT

1415 Neal St. • PO BOX 3166  
Cookeville, TN 38502-3166



1-800-AVERITT

Averitt.com