

 MEMBER COMPANY LOGO

Dear ,

MEMBER COMPANY joined the fight to improve the safety of America’s roads and highways in joining the National Association of Trailer Manufacturers (NATM). Each year MEMBER COMPANY recommits to the Association and biennially successfully completes the NATM Compliance Verification Program ensuring our compliance with applicable Federal Motor Vehicle Safety Standards and industry best practices. Because of this commitment and continued compliance you see the NATM decal on every one of MEMBER COMPANY’s trailers.

This commitment to roadway safety and continued compliance is an important piece of the value of any MEMBER COMPANY trailer. Selling that to end users should be easier for dealers, and NATM has created a number of materials available to dealers for that purpose. But the value of NATM goes well beyond the Compliance Verification Program, they are a valuable resource for the industry and provide regular education and communication about the issues affecting our industry. The inclusion of trailer manufacturers and their suppliers and service providers under one umbrella has proved valuable for our business. The Association’s commitment to providing education and improving roadway safety extends well beyond trailer manufacturers and supplier members. In 2018 NATM launched Trailer Safety Week, a national awareness campaign growing in its impact across the country. But NATM hasn’t stopped there, in June of 2019 the Association launched a Dealer Affiliation program to better open up lines of communication with dealers as you are an integral part of our industry and your voice and your role in the trailer manufacturing chain are vital to trailer safety.

Through the Dealer Affiliation program trailer dealers in the light- and medium-duty market will gain access to NATM communications, resources, education, and support. With the launch of this program participating dealers have access to various marketing kits to help dealers sell compliance and sell their business to customers more easily. Helping dealers access information, providing resources to pass along to consumers, and continuing to develop programming and benefits to align with dealer needs are primary focuses for this program.

NATM has been a value added for MEMBER COMPANY. NATM’s commitment to the industry spans more than 30 years and MEMBER COMPANY would encourage you to consider joining the program and taking advantage of the benefits and programming being made available. As the industry continues to evolve, the market continues to be competitive, and the complexity of consumer needs continues to grow Dealer Affiliation promises a wealth of resources at your fingertips.

To find out more or to sign up, visit [www.NATM.com/dealers](http://www.NATM.com/dealers).

Sincerely,

Name

Company