

## **TransAm Cites Data in Selecting American Towing Alliance**

Olathe, KS. TransAm Trucking announced that they will be using the services of the American Towing Alliance (ATowA) to meet their nation-wide towing and recovery needs.

Frank Nicholson, TransAm Director of Maintenance, started using ATowA in March of 2004. "After hearing of the American Trucking Associations endorsement of ATowA, we started a 3 month pilot program," said Nicholson. "At first I was skeptical that they could help us and even discontinued services after getting a few invoices that I thought were higher than normal. However, when we performed a detailed comparison on a cost per call basis with calls that we handled internally, we saw about a 16% savings with ATowA. That cost savings data, and our ability to provide better over the road service to our drivers, convinced us that ATowA was a tangible way of improving our bottom line. We are now using them for the majority of our towing and recovery work."

TransAm Trucking, based in Olathe Kansas, has grown to more than 1000 tractors and 2000 trailers in 15 years of operation by dedicating themselves to constantly looking for new and better ways to identify and meet their customers' needs. To learn more about TransAm Trucking, Inc. and what their company has to offer, go to [www.transamtruck.com](http://www.transamtruck.com)

Trucking companies interested in using ATowA tow and recovery services may sign up on-line at [www.amtowa.com](http://www.amtowa.com) or by calling Dennis Yates at (800) 618-6946 x235.