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## **U-HAUL® STATISTICS**

- 17 to 20 million people may move this summer.
- 1 in 5 persons moves each year.
- The average person moves 11 times in a lifetime.
- 3/4 of all movers are do-it-yourselfers.
- 2/3 of all movers move locally.
- 1/3 of all people in their 20s move in a given year.
- On average, a do-it-yourself move can be accomplished for 1/2 to 1/3 the cost of a van-line move.
- 17 to 20 percent of the U.S. population moves in a given year.
- U.S. population at this time is approximately **303,748,804** people.
- 40 to 50 million people may move this year.
- Nearly 45 percent of all moves occur between Memorial Day and Labor Day.
- The annual mileage of North American U-Haul trucks, trailers and tow dollies would move a family to the moon and back more than 20.5 times per day, every day of the year.
- The annual mileage of North American U-Haul trucks, trailers and tow dollies would travel around the Earth 194 times per day, every day of the year.

## **Quick Facts**

Since 1945, U-Haul has been serving do-it-yourself moving households. Like many other successful ventures, the concept for U-Haul was generated out of need. After World War II, there existed the widespread need for do-it-yourself moving equipment that would be available on a one-way, nationwide basis. U-Haul co-founders L.S. "Sam" Shoen and his wife, Anna Mary Carty Shoen, recognized that need and acted upon it. Discharged from the Navy in the summer of 1945, 29-year-old Sam and Anna Mary tried to rent a utility trailer to move their possessions from Los Angeles to Portland, Ore. It couldn't be done. They had to take only what they could fit in the car. Within two weeks of leaving Los Angeles, the first U-Haul trailer was parked on a service station lot and being offered for rent in Ridgefield, Wash. In 1959, the company introduced trucks into its rental fleet. Today, U-Haul owns the largest fleet of trucks and trailers in the industry.

Since 1987, under the leadership of Edward J. "Joe" Shoen, U-Haul has focused on expanding its rental locations by increasing independent dealer outlets 350 percent and by growing its self-storage product. Today, U-Haul has more than 1,350 company-owned moving centers, more than 14,000 independent dealers and is the third largest operator of self-storage. U-Haul designs, engineers and manufactures its trailers and moving vans exclusively for the do-it-yourself household mover.

U-Haul is the largest consumer truck- and trailer-rental operation in the world, with a fleet of more than 100,000 trucks and more than 78,500 trailers and 31,100 towing devices.

U-Haul is the only company in the industry that operates in all 50 U.S. states and 10 Canadian provinces, with more than 14,000 independent dealers and more than 1,350 company-owned moving centers.

U-Haul has 14,000 -18,000 full- and part-time employees (seasonal; summer is the peak) in the U.S. and Canada.

U-Haul consumer studies indicate that self-moving and self-storage are complementary. As a result, U-Haul offers more than 384,000 rooms and more than 33.8 million square feet of storage space at more than 1,055 owned and managed facilities throughout North America.

As the nation's largest supplier of propane, with more than 1,000 U-Haul centers equipped as propane-dispensing locations, U-Haul supplies alternative fuel for vehicles and backyard barbecues.

U-Haul is the consumer's Number 1 choice as the largest installer of permanent trailer hitches in the automotive-aftermarket industry.

Over 98 percent of the North American public recognizes the name U-Haul, making the U-Haul registered trademark as synonymous with moving as Kleenex is to tissue or Coca-Cola is to soda.

U-Haul offers one free month of storage with every one-way truck or trailer rental.

### **Fun Facts**

In 1962, four million packages of Trix cereal featured free U-Haul toy trailers. It was predicted that all of these packages were seen in nearly half of the homes in America during the summer promotion. Sixteen national television commercials helped promote the special U-Haul/Trix toy-trailer offer. Those commercials reached approximately 48 million TV viewers.

In 1970, U-Haul introduced a new truck to its fleet, the 24-foot truck with Mom's Attic® storage area over the cab. Designated as the TH, this up-to-the-minute model added 70 cubic feet of space over the 20-foot model. The extension gave U-Haul an edge of one-third greater loading capacity over any of its competitors.

In 1971, a strange event in the household moving business occurred in New Bedford, Mass., when a U-Haul truck was used to move a house – a very special house – constructed by sixth-grade students for presentation to President Richard Nixon. A jumbo model of the White House, 15' in length, was gingerly loaded into a 24-foot U-Haul truck for the trip to Washington, D.C., capping a seven-month project given to sixth graders at Parker Street School. One hundred and 38 youngsters and 30 parents traveled 300 miles to attend the presentation. After an exhibit at the White House, the model was moved to the Smithsonian Institute in Washington, where it is on permanent display.

Also in 1971, the United States Navy awarded the U-Haul System a contract to provide household moving equipment and services to naval personnel being transferred. The Navy's objective was to determine if do-it-yourself moving would save taxpayers' money and provide a genuine service of convenience to officers and enlisted men and women who qualify for household moves at government expense.

In 1980, U-Haul introduced its Mini-Mover trucks. U-Haul expected this seven-foot truck to be a giant success in do-it-yourself moving. The primary market for the Mini-Mover would include single people and young couples who had yet to accumulate as many goods as more-settled families, as well as college students transporting belongings to and from school.

In 1988, U-Haul launched its SuperGraphics Program with the “Salute to America” campaign and the introduction of the company’s new 26-foot moving van. The colorful decals applied to the van boxes are pictorials representing distinctive features of all 50 United States and 10 Canadian provinces. The “Venture Across America” series is the second generation of the highly successful “Salute to America” campaign. This new series of SuperGraphics features vibrant images designed to highlight intriguing facts about each of the United States and Canadian provinces. An in-depth look into each new SuperGraphic can be experienced at [www.uhaul.com](http://www.uhaul.com).

In 2004, U-Haul partnered with *Save Our History*. *Save Our History* is a national grassroots philanthropic initiative created by The History Channel to encourage communities across the country to become actively involved in preserving their past through learning and innovative, hands-on projects. U-Haul is supporting the efforts of *Save Our History* through the company’s new “Commemorative” SuperGraphics campaign, its Web site, retail merchandise and company mail-outs. U-Haul unveiled the first four graphics in its new “Commemorative” SuperGraphics series during the largest-ever New York City and Phoenix Veterans Day parades. The first graphics depict images that represent and honor the four branches of the military — Army, Navy, Air Force and Marine Corps. U-Haul currently has 1,000 10-foot moving vans imaged with the four military SuperGraphics, along with the Save Our History logo, and they have been integrated into the U-Haul fleet for families moving one way or In-Town® across North America. An in-depth look into each new SuperGraphic can be experienced at [www.uhaul.com](http://www.uhaul.com).

2004 - present, U-Haul has worked side by side with the United War Veterans Council in sponsoring the “Thank You for Serving” video. The video contains 30 minutes of thank-you messages and holiday greetings to our military men and women serving overseas. The video is shot every year during various events throughout New York City and across the country. The various video segments provide supportive messages to the troops by veterans, The Rockettes, Tony Circo from “The Sopranos” and many citizens from New York and all over the world. With the assistance of the USO, the video is delivered to every military base throughout the world every year. To see the video, visit us online at [www.uhaul.com/pr](http://www.uhaul.com/pr).

In 2005, U-Haul traveled across the East Coast to promote its newest SuperGraphics in the Venture Across America series. U-Haul unveiled the latest and greatest state icons in 2005 traveling to: Connecticut to promote the Dilophosaurus; New York to promote the mastodon; Delaware to promote the horseshoe crab, and New Hampshire to promote the anemometer.

2005 - present, U-Haul has been a key sponsor of the New York City Veterans Day Parade and a contributing sponsor to the Phoenix Veterans Day Parade, both of which pay special tribute to our veterans and troops serving throughout the world.

2005 - present, U-Haul has supported the Wounded Warrior Project’s Soldier Ride, benefiting those who have served in the military and fought for our freedom. In 2005, these courageous wounded soldiers cycled across the United States from California to New York, covering more than 4,200 cross-country miles. Today the Wounded Warrior Project has organized regional rides for these wounded heroes in order to contribute to the soldier’s rehabilitation process and give more soldiers

the opportunity to participate in the bike ride. This event enables these veterans to feel more comfortable about injuries, knowing they can perform physical activities no matter what challenges they face.

In 2006, U-Haul traveled across the United States to promote the newest SuperGraphics in the "Venture Across America" series. U-Haul unveiled the following SuperGraphics and traveled to: West Virginia to promote the Green Bank telescope; Alabama to promote the gentian pink root; Louisiana to promote the Creole Nature Trail; Maine to promote Maine's Ice Age Trail, and Montana to promote Sacajewea.

In 2006, U-Haul supported the Wounded Warrior Project's Soldier Ride (through the U-Haul SuperGraphic campaign) in order to help promote and raise awareness of the Wounded Warrior Project's Soldier Ride. U-Haul unveiled the new commemorative SuperGraphic which has been placed on more than 400 U-Haul trucks. You can learn more about the Wounded Warrior Project by visiting [www.woundedwarriorproject.org](http://www.woundedwarriorproject.org).

In 2007, U-Haul introduced U Car Share, an alternative to car ownership, allowing consumers access to a vehicle by the hour without the hassles of gas, insurance, parking fees and maintenance costs. U Car Share is all about reducing our carbon footprint and our reliance on fossil fuels in our everyday lives. Using public transportation and U Car Share is a way in which we, as a society, can meet our needs without compromising future generations' ability to meet their needs.

In 2007, U-Haul partnered with The Conservation Fund's Go Zero Program. The Conservation Fund launched its Go Zero Program in an effort to make it easy and affordable for individuals, corporations and even entire communities to "Go Zero" by measuring and then offsetting their carbon emissions by planting trees. This effort addresses climate change, protects the wildlife habitat and enhances North America's public recreation areas.

In 2007, U-Haul introduced two new innovative ideas to the moving industry with the U-Haul Box Exchange program and Take a Box/Leave a Box Program, which are geared toward helping customers save money while protecting the environment.

In 2007, U-Haul introduced a fuel-economy gauge on the dash of its moving trucks that makes customers aware of how important it is to save fuel and reduce the amount of carbon emissions being placed into the environment. The fuel-economy gauge enables the driver to determine at a glance if they are maximizing their fuel efficiency based on the speed the vehicle is traveling.

In 2007, U-Haul traveled across the United States to promote the newest SuperGraphics in the "Venture Across America" series. U-Haul unveiled the following SuperGraphics and traveled to: Georgia to promote Providence Canyon State Park; Idaho to promote the Hagerman Fossil Beds; Alaska to promote the Tongass National Forest; and South Carolina to promote the Hunley submarine.

In 2007, U-Haul sponsored and participated in the 25<sup>th</sup> anniversary of the Vietnam Wall Memorial. The celebration included performances by the United We Sing troupe along with a parade that traveled down Constitution Avenue. The anniversary festivities were meant to give Vietnam veterans the welcome home they never received.

## Innovation/Milestones

- 1945 – Invents the nationwide do-it-yourself moving industry with one-way open trailer rentals
- 1949 – Introduces tarp-top model trailers, the forerunners of today's van-type trailers
- 1954 – Dealership network reaches 1,000
- 1954 – Introduces the U-Haul hand truck
- 1955 – Opens for business in Canada (Quebec, Ontario, Manitoba, Alberta, British Columbia)
- 1956 – Introduces an all-metal trailer
- 1956 – Introduces free Emergency Aid Program
- 1959 – Introduces tandem (dual-axle) trailers
- 1959 – Begins renting van trucks designed for household moving
- 1960 – First in the industry to offer both trailers and trucks for one-way rentals
- 1967 – Introduces Customer Service number for road-service calls
- 1968 – Oxford Life Insurance Co. established
- 1969 – First in the industry to accept credit cards
- 1969 – Introduces car-top carriers for rent
- 1972 – Introduces Safemove Protection plan
- 1973 – Republic Western Life Insurance Co. established
- 1974 – Enters the self-storage industry
- 1975 – Opens the first company-owned U-Haul center in Stockton, Calif.
- 1975 – All branches of the armed forces contract with U-Haul for personal do-it-yourself moving
- 1982 – Introduces tow dolly for front-wheel-drive vehicles
- 1983 – Introduces the auto transport trailer, an industry first
- 1984 – Introduces propane sales at its centers
- 1984 – U-Haul expands to all 50 states when Hawaii joins the center/dealer network
- 1985 – First rental company in the industry to offer major medical coverage to its dealers, their families and employees
- 1985 – AMERCO® Real Estate Company established
- 1987 – Establishes employee stock ownership plan (ESOP)
- 1987 – Becomes the No. 1 retailer of propane in the U.S.
- 1988 – Introduces the 26' Super Mover moving van, the largest in the industry
- 1988 – Introduces SuperGraphics® pictorial salute to the U.S. and Canada on its trucks and trailers
- 1988 – Open for business in every Canadian province and territory
- 1988 – Becomes the only company in the industry to operate in all 50 states and in every Canadian province and territory.
- 1990 – Implements The U-Haul Wellness Program, which provides incentives to System members who do not smoke or use tobacco in any form and are within weight guidelines
- 1990 – Introduces the Storage at Destination Program: one month free storage for one-way truck and trailer customers
- 1990 – Introduces Safetow Protection for customers towing their vehicles with auto transport trailers, tow dollies or tow bars, an industry first
- 1992 – Introduces full-size pickup trucks to its rental fleet
- 1993 – Introduces cargo vans to its rental fleet
- 1993 – Introduces national In-Town Move Pricing Program
- 1993 – Initial public offering (IPO) of AMERCO stock
- 1995 – Launches [www.uhaul.com](http://www.uhaul.com) Web site
- 1998 – Sells boxes and moving supplies online at [uhaul.com](http://uhaul.com)
- 1998 – Introduces online truck and trailer reservations on [uhaul.com](http://uhaul.com)
- 1999 – Introduces centralized reservation system for U-Haul self-storage rooms, an industry first
- 1999 – Introduces the industry's first round-tube hitch
- 1999 – Introduces the motorcycle trailer

- 2001 – Introduces Web B.E.S.T., an Internet-based point-of-sale system for U-Haul dealers
- 2001 – Introduces WebSelfStorage, the industry's first and only real-time, site-management, online-storage reservation system
- 2002 – Launches eMove Moving Help, the fastest growing online marketplace for independent buyers and sellers of moving and storage-related services
- 2003 – Introduces S.O.A.R., an industry first in remote store-to-store self-storage rentals
- 2003 – Introduces 3,000 new 10-foot moving trucks to its existing rental fleet
- 2004 – Introduces Co-STAR Program for eMove Affiliates
- 2004 – Partners with Save Our History and introduces Commemorative SuperGraphic Series to honor the four branches of the U.S. military
- 2004 – S.O.A.R. reaches milestone with 20,000 store-to-store self-storage rentals
- 2005 – Celebrates 60<sup>th</sup> anniversary in the United States
- 2005 – Celebrates 50<sup>th</sup> anniversary in Canada
- 2005 – Introduces eMove Moving Help by phone
- 2005 – Introduces 14' and 17' trucks to Co-STAR Program
- 2005 – Offers new holiday gift-shipping solutions
- 2005 – Introduces new HO RV trailer
- 2006 – Introduces 10' truck with towing (the smallest truck in the industry with towing)
- 2006 – Introduces 14' truck that can tow up to 10,000 lbs
- 2006 – Introduces new AFM service vehicles
- 2006 – Introduces Super Safemove package for customers
- 2006 – Introduces new U-Haul truck and trailer plush toys for children
- 2006 – Launches U-Haul University
- 2007 – Introduces Online Box Exchange Program
- 2007 – Introduces Take a Box Leave a Box
- 2007 – Introduces U Car Share
- 2007 – Partners with The Conservation Fund's Go Zero Program
- 2007 – Introduces Fuel Economy Gauge
- 2007 – Introduces Work-at-Home Programs
- 2007 – Partners with Ford on new eco-friendly paint technology
- 2007 – Introduces the Motorcycle Towing Kit
- 2007 – Luke Krueger publishes "A Noble Function: How U-Haul Moved America"
- 2007 – Launches pay-at-the-pump Propane Sales Program
- 2007 – Introduces question and answer sessions to webcasts of AMERCO shareholder meetings, and analyst and investor meetings – the first company to do so.
- 2007 – Introduces electronic VIP Certificates
- 2007 – eMove launches Storage Affiliate Call Center
- 2007 – Launches two-year wiring service plan on hitch installations.