

FUN FACTS 2012

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 **312,841,149** 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 9.9 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 177 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. 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 do-it-yourself rental operation in the world, with a fleet of trucks, trailers and towing devices.

U-Haul is the only company in the industry that operates in all 50 U.S. states and 10 Canadian provinces.

U-Haul consumer studies indicate that self-moving and self-storage are complementary. As a result, U-Haul offers storage space at locations throughout North America. In addition to storage, U-Box moving and storage pods are also available to consumers on an international basis.

As the nation's largest supplier of propane, U-Haul centers are 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.



1940's	1960's	1980's
<p>1945</p> <p>▲ Invents the nationwide do-it-yourself moving industry with one-way open trailer rentals</p> <p>1949</p> <p>▲ Introduces tarp-top model trailers, the forerunners of today's van-type trailers</p>	<p>1960</p> <p>▲ First in the industry to offer both trailers and trucks for one-way rentals</p> <p>1967</p> <p>▲ Introduces Customer Service number for road-service calls</p> <p>1968</p> <p>▲ Oxford Life Insurance Co. established</p> <p>1969</p> <p>▲ First in the industry to accept credit cards</p> <p>▲ Introduces car-top carriers for rent</p>	<p>1982</p> <p>▲ Introduces tow dolly for front-wheel-drive vehicles</p> <p>1983</p> <p>▲ Introduces the auto transport trailer, an industry first</p> <p>1984</p> <p>▲ Introduces propane sales at its centers</p> <p>▲ U-Haul expands to all 50 states when Hawaii joins the center/dealer network</p> <p>1985</p> <p>▲ First rental company in the industry to offer major medical coverage to its dealers, their families and employees</p> <p>▲ AMERCO® Real Estate Company established</p> <p>1987</p> <p>▲ Establishes employee stock ownership plan (ESOP)</p> <p>▲ Becomes the No. 1 retailer of propane in the U.S.</p> <p>1988</p> <p>▲ Introduces the 26' Super Mover moving van, the largest in the industry</p> <p>▲ Introduces SuperGraphics® pictorial salute to the U.S. and Canada on its trucks and trailers</p> <p>▲ Open for business in every Canadian province and territory</p> <p>▲ Becomes the only company in the industry to operate in all 50 states and in every Canadian province and territory</p>
1950's	1970's	
<p>1954</p> <p>▲ Dealership network reaches 1,000</p> <p>▲ Introduces the U-Haul hand truck</p> <p>1955</p> <p>▲ Opens for business in Canada (Quebec, Ontario, Manitoba, Alberta, British Columbia)</p> <p>1956</p> <p>▲ Introduces an all-metal trailer</p> <p>▲ Introduces free Emergency Aid Program</p> <p>1959</p> <p>▲ Introduces tandem (dual-axle) trailers</p> <p>▲ Begins renting van trucks designed for household moving</p>	<p>1972</p> <p>▲ Introduces Safemove Protection plan</p> <p>1973</p> <p>▲ Republic Western Life Insurance Co. established</p> <p>1974</p> <p>▲ Enters the self-storage industry</p> <p>1975</p> <p>▲ Opens the first company-owned U-Haul center in Stockton, Calif.</p> <p>▲ All branches of the armed forces contract with U-Haul for personal do-it-yourself moving</p>	



1990's	2000's	
<p>1990</p> <p>▲ Implements The U-Haul Wellness Program, which provides incentives to Team members who do not smoke or use tobacco in any form and are within weight guidelines</p> <p>▲ Introduces the Storage at Destination Program: one month free storage for one-way truck and trailer customers</p> <p>▲ Introduces Safetow Protection for customers towing their vehicles with auto transport trailers, tow dollies or tow bars, an industry first</p> <p>1992</p> <p>▲ Introduces full-size pickup trucks to its rental fleet</p> <p>1993</p> <p>▲ Introduces cargo vans to its rental fleet</p> <p>▲ Introduces national In-Town Move Pricing Program</p> <p>▲ Initial public offering (IPO) of AMERCO stock</p> <p>1995</p> <p>▲ Launches uhaul.com Web site</p> <p>1998</p> <p>▲ Sells boxes and moving supplies online at uhaul.com</p> <p>▲ Introduces online truck and trailer reservations on uhaul.com</p> <p>1999</p> <p>▲ Introduces centralized reservation system for U-Haul self-storage rooms, an industry first</p> <p>▲ Introduces the industry's first round-tube hitch</p> <p>▲ Introduces the motorcycle trailer</p>	<p>2000</p> <p>▲ Introduces Web B.E.S.T., an Internet-based point-of-sale system for U-Haul dealers</p> <p>2001</p> <p>▲ Introduces WebSelfStorage, the industry's first and only real-time, site-management, online-storage-reservation system</p> <p>2002</p> <p>▲ Launches eMove Moving Help, the fastest growing online marketplace for independent buyers and sellers of moving and storage-related services</p> <p>2003</p> <p>▲ Introduces S.O.A.R., an industry first in remote store-to-store self-storage rentals</p> <p>▲ Introduces 3,000 new 10-foot moving trucks to its existing rental fleet</p> <p>2004</p> <p>▲ Introduces Co-STAR Program for eMove Affiliates</p> <p>▲ Introduces Commemorative SuperGraphic Series to honor the branches of the U.S. military</p> <p>▲ S.O.A.R. reaches milestone with 20,000 store-to-store self-storage rentals</p> <p>2005</p> <p>▲ Celebrates 60th anniversary in the United States</p> <p>▲ Celebrates 50th anniversary in Canada</p> <p>▲ Introduces eMove Moving Help by phone</p> <p>▲ Introduces 14' and 17' trucks to Co-STAR Program</p> <p>▲ Offers new holiday gift-shipping solutions</p> <p>▲ Introduces new HO RV trailer</p>	<p>2006</p> <p>▲ Introduces 10' truck with towing (the smallest truck in the industry with towing)</p> <p>▲ Introduces 14' truck that can tow up to 10,000 lbs</p> <p>▲ Introduces new AFM service vehicles</p> <p>▲ Introduces Super Safemove package for customers</p> <p>▲ Introduces new U-Haul truck and trailer plush toys for children</p> <p>▲ Launches U-Haul University</p> <p>2007</p> <p>▲ Introduces Online Box Exchange Program</p> <p>▲ Introduces Take a Box Leave a Box</p> <p>▲ Introduces U Car Share</p> <p>▲ Partners with The Conservation Fund's Go Zero Program</p> <p>▲ Introduces Fuel Economy Gauge</p> <p>▲ Introduces Work-at-Home Programs</p> <p>▲ Partners with Ford on new eco-friendly paint technology</p> <p>▲ Introduces the Motorcycle Towing Kit</p> <p>▲ Luke Krueger publishes "A Noble Function: How U-Haul Moved America"</p> <p>▲ Launches pay-at-the-pump Propane Sales Program</p> <p>▲ Introduces question and answer sessions to webcasts of AMERCO shareholder meetings, and analyst and investor meetings – the first company to do so</p> <p>▲ Introduces electronic VIP Certificates</p> <p>▲ eMove launches Storage Affiliate Call Center</p> <p>▲ Launches two-year wiring service plan on hitch installations</p>

2000's

2008

- ▲ Introduces U-Box portable storage
- ▲ Launches Guaranteed Reservations Program
- ▲ G.I. Jobs magazine names U-Haul one of the Top 50 military employers for 2007
- ▲ Introduces Safestor 100 percent burglary coverage

2009

- ▲ Reintroduces the "Safe Trailing" driver education program in conjunction with the American Driver & Traffic Safety Education Association (ADTSEA) and presents at various driver education and traffic safety conferences across the U.S.
- ▲ Partners with Army PaYs Program
- ▲ G.I. Jobs magazine names U-Haul one of the Top 50 Military employers for 2010.
- ▲ Offers La Quinta Hotel discounts to customers
- ▲ Adds Fast Pay-at-the-Pump Service for propane
- ▲ Presents at various Combined Accident Reduction Effort (C.A.R.E) conferences across the U.S.
- ▲ Acquires College Boxes and Store to Door
- ▲ Recipient of the Service to the Nation Award from the Soldiers', Sailors', Marines', Coast Guard and Airmen's Club.
- ▲ Recipient of The Environmental Excellence Awards Program from the Valley Forward Association

2010's

2010

- ▲ Recipient of the 2010 Galaxy Star of Energy Efficiency Award from the Alliance to Save Energy
- ▲ Acquires College Boxes/Boxes to Your Door
- ▲ Introduces 20-foot truck
- ▲ U Car Share introduces cutting-edge technology in the car-sharing industry
- ▲ Recipient of the 2010 Heroes of Go Zero Award, addressing climate change and restoring America's forest legacy, from The Conservation Fund
- ▲ Introduces redesigned aerodynamic, low-profile 5x8 enclosed trailer with rear swing door access
- ▲ Reaches record number of eMove storage affiliates
- ▲ Introduces U Box Trailer

2011

- ▲ G.I. Jobs magazine names U-Haul one of the Top 100 Military employers for 2011
- ▲ Launches U-Haul Investors Club
- ▲ Launches SuperGraphics Travel Game App
- ▲ Redeems all outstanding shares of its Series A 8 Percent Preferred Stock (NYSE: AO-PA)
- ▲ U-Haul University tops one million course completions.
- ▲ Achieves first dealer-generated U-Box rental
- ▲ Receives Valley Forward Sustainability Award, the prestigious Crescordia Award for "Contributions to Phoenix Metro Area Built Environment"

2011 *(Continued)*

- ▲ Received the Department Employer of the Year Award, given by the Phoenix chapter of Disabled American Veterans.
- ▲ Recognized as a founding partner of the Wounded Warrior Project Soldier Ride
- ▲ U-Box becomes available at all Company-owned locations and launches at dealer locations.
- ▲ U-Box ships internationally for the first time.



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