



ASSISTING CUSTOMERS TO

ACCELERATE GROWTH & PROVIDE CRITICAL CAPACITY



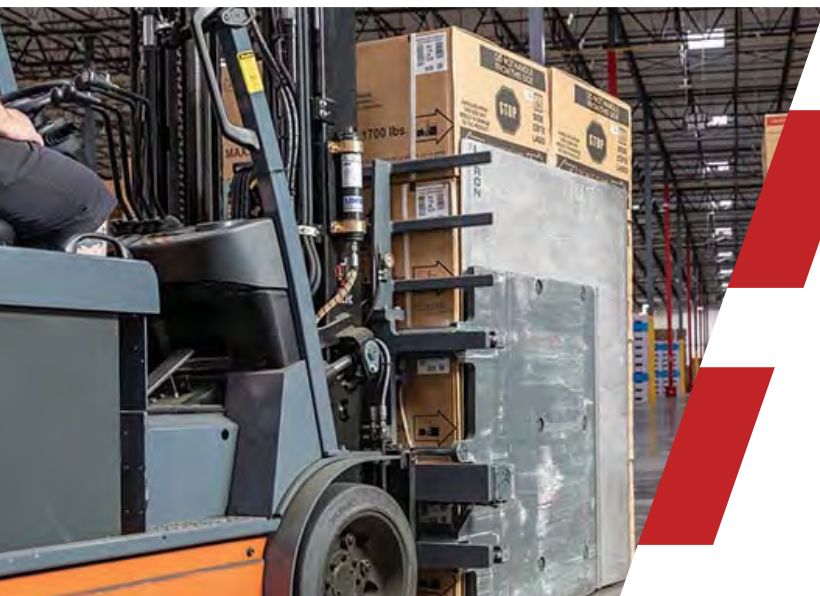
Customer Scenario

MVT is a solution provider for one of the leading appliance manufacturers in North America, primarily assisting with water heater and air conditioner truckload movements. Weather conditions and seasonality drive consumer demand. The manufacturer takes a shotgun spray approach to ship products in this scenario. This approach can lead to more than 100 full truckloads per day originating from Mexico to their 1,000 plus customers across the US.



Understanding Customer Needs

MVT takes a tailored approach to engage customers at the beginning of business transactions and as their business needs change. The shotgun shipping approach is unique to their operation for this leading appliance manufacturer. This shipping style creates challenges for transportation providers to develop specific lanes that provide consistent capacity or density in lane flow.



Specific challenges:

- Live unload appointments at destination do not always line up for equipment utilization since times are scheduled based on destination requirements.
- Freight loads on the Mexico side of the border, limiting capacity, and the customer struggled to find carriers who allow trailers to cross.
- Dire need of capacity in the summer of 2020 as they ran out of trailers to load, which caused an inability to fulfill consumer demand with the product on hand.
- Over the past two years, the general imbalance of the northbound/southbound volume at the Mexican border was amplified by general supply chain pains.



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Provide Results

MVT is creative. MVT Logistics (MVT's internal 3PL) leased trailers from MVT's trailer leasing company, R Leasing (a subsidiary), and dedicated them to running between the Mexico and US sides of the border (strictly in the border zone, back and forth). Once crossed, the trailers trans-load at MVT's sister company's (Stagecoach Cartage & Distribution) cross-dock on the US side of the border. The empty trailers are immediately returned to the Mexico side of the border.

Doing this allowed the customer always to have trailers to load and go anywhere in the United States, following the shipper's shotgun style of shipping to end customers. This solution allows the customer to manufacture and get products staged for shipping without interruption. Lastly, MVT Logistics found reliable partner carriers to haul the freight from the cross-dock on the US side of the border and deliver on time to the final destination. This dedicated trailer pool and operation continue to provide capacity to the customer while complementing the MVT assets provided to the customer on core asset lanes.

