



STOUGHTON TRAILERS LLC

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Semi-Truck Trailer Orders Surge in Q4

Stoughton Trailers Raises Base Pay to Attract New Employees

STOUGHTON, Wis. (November 19, 2020) — While many businesses unfortunately continue to struggle amid the COVID-19 pandemic, others — including Stoughton Trailers, LLC — are experiencing tremendous sales growth and boosting their staffing.

Sales secured through several new dealers contributed to the fourth quarter's dramatically increased order volume, as well as new fleet customers and existing customers across all markets. The majority of semi-trailers sold were dry vans, designed to hold palletized, boxed or loose freight.

"Despite the unpredictability we saw in the spring and early summer due to COVID-19, our business and industry have swiftly recovered and even thrived," said Stoughton Trailers Chief Commercial Officer Jeremy Sanders. "The fact that we're experiencing such a large order volume increase for van trailers reinforces the health and resilience of our company, and the trust customers have in our brand."

Trailer sales declined from April to July as fleet customers became apprehensive about purchasing equipment in the first several months of the pandemic. However, orders began to rebound in August and have steadily grown from there, Sanders said. "Customers have since gained confidence that the freight business will remain strong and are investing in trailers as well as utilizing our Stoughton Lease rental trailer fleet," he said.

A second factor resulting in greater order volume is the shift of more freight toward online order delivery. The industry requires more trailers to manage the logistical challenges of increased parcel shipments.

The sharp order increase will keep trailer builders and other staff steadily busy through 2021, Sanders said. To attract new employees, Stoughton Trailers increased its hourly base pay for several important entry-level and skilled positions: assemblers, \$16; machine operators, \$17; and welders, \$18.25. The company continues its aggressive recruiting effort that began in September, with the hopes of hiring several hundred

workers in the coming months. Candidates may visit [stojobs.com](https://www.stojobs.com) for a complete list of employment opportunities.

About Stoughton Trailers

Stoughton Trailers is a top 10 international supplier of semi-truck trailers. The Wisconsin-based, family-owned company designs, manufactures and markets a wide range of dependable semi-truck trailers used for over-the-road trucking, as well as agricultural trailers and other specialty transportation equipment. It provides one-stop build, finance, rental and fleet management solutions through world-class responsiveness and design value. For more information, visit [StoughtonTrailers.com](https://www.stoughtontrailers.com).