

How to Earn Steady Revenue with Purchased Vehicles

Champion Trailer Solutions Case Study



Over a decade ago, Michael Brown saw firsthand that the transportation industry could be a lucrative revenue source.

Many years later, he was looking into some investment opportunities and found COOP by Ryder®, a truck-sharing platform that connects businesses with idle vehicles to other companies that need rentals. Michael could leverage the platform on his schedule alongside his day job. Now he could simply purchase some commercial vehicles, list them on the platform for other businesses to rent, and collect revenue.

So how did he leverage COOP to immediately start earning with 5 newly-bought dry van trailers? Read on to get Champion Trailer Solutions' whole story.

THE CHALLENGE

Before 2021, Michael saw businesses reap the benefit from commerce in the great transportation hub of Atlanta, Georgia. From his previous experience in freight he knew that commercial vehicles have great earning potential but were historically not simple to get into. As a forward-thinker he figured eventually technology would lower the barrier to entry, and he could begin to invest his capital to make the transition himself. A foot in the door was all he needed to make money, "it isn't easy to find investors like myself who are willing to find a used asset and put it into service."

To facilitate his company's growth into this new industry, he needed the right tools. Early on he wanted to know which vehicles could get a good return for the investment, how he could utilize his fleet effec-



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Michael Brown,
Owner

tively, and where to find drivers.

One day, a Ryder contact he had made in previous work led him to COOP. All he had to do was provide some basic contact information and a DOT# to get started. It was that easy. Now he could buy a commercial fleet and be confident that it would earn steady revenue by renting to trusted businesses.

THE SOLUTION

In 2021, Michael decided to buy a fleet and list it with COOP. Reaching out to a COOP Customer Success Manager, who advised him every step of the way, was the first step towards the opportunity.

Based on the market and utilization in the area, COOP is able to tell companies which vehicles to purchase to make the most out of their investment. In Michael's case, they recommended buying trailers that are in extremely high demand across the nation. Once he bought the trailers, COOP could

assist with additional services including parking, maintenance, and reservation management.

Each of the used 5 Utility 53' ft dry van trailers were reserved on the platform and out on the road within 24 hours. One was actually rented directly from the lot it was purchased in!

The platform is easy to understand and he manages the reservations of his fleet anywhere, anytime. Rental collections, insurance, and finding drivers are all taken care of through the platform's commercial vehicle sharing technology. "Once I recoup my investment, I'll buy more trailers to service the Southeast. I'm close to doubling my fleet," Michael said.


FROM PURCHASE
TO RENTAL IN
24 HOURS
FOR ALL 5 TRAILERS

ABOUT

Champion Trailer Solutions

In 2021 Champion Trailer Solutions entered the transportation industry through COOP. They began to service the metro Atlanta area of Georgia with a fleet of dry van trailers. Eventually, they aim to grow their fleet and leverage the platform to provide excellent commercial vehicle rentals to the south-eastern region of U.S.

Champion Trailer Solutions



COOP by Ryder®

COOP by Ryder is a vehicle-sharing platform that connects businesses who have idle trucks, tractors, and trailers with other trusted companies that need to rent commercial vehicles. With COOP, businesses can find the vehicles they need when they need them and can generate revenue by renting out their vehicles when they are idle.

