

Easily Reduce Fleet Downtime

How Sharp Transport Improved on a Decades-Old Fleet Utilization Model



Sharp Transport's mission is to become one of the best transportation companies to work for in Tennessee. Their values-driven team knew it was critical to keep the wheels moving and reach more customers to grow the business.

How could they be promoted to a wider network of companies to get their vehicles rented?

COOP by Ryder was the answer. With the leading commercial vehicle sharing platform, businesses can rent out their fleets to other trusted businesses in a wide network. This access came backed by Ryder, so their fleet was in good hands.

They had their first rentals go out within the week. With COOP, the company has been able to secure long-term rentals, maximize their utilization, and gain \$144,844 in revenue.

THE CHALLENGE

In 1979 John Sharp founded Sharp Transport Inc. as a shuttle and drayage company. Now, his grandson Chase Adkins helps navigate modern business challenges as Corporate Vice President. From the time that Sharp Transport Inc was founded, their small-town values have guided them to become the largest family-owned truckload carriers in middle Tennessee, employing over 200 people.

In that time, their fleet grew from 1 vehicle to 175 vehicles, and so did the complexity of their operation. Their fleet is focused on over the road assets, primarily sleeper tractors and 53' dry vans. As one of the largest family-owned truckload carriers in middle Tennessee, traditionally, they would foster and secure each customer themselves.



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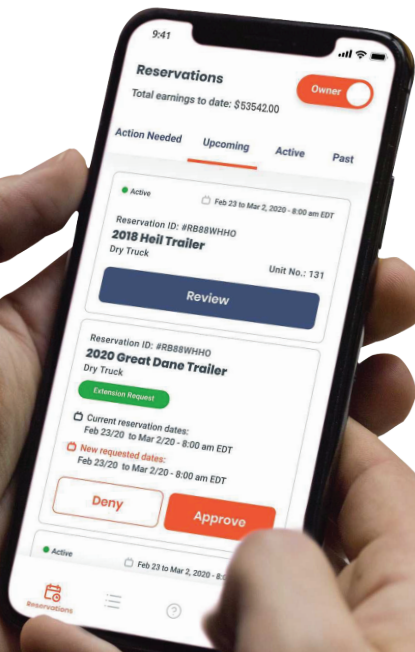
Jarit Cornelius,
Vice President of Asset Maintenance and Compliance

It takes time to know customers personally and do business with this level of care, such that there was always unnecessary downtime between dedicated customers and freight lanes. This was particularly affecting the utilization of the trailer fleet. Reducing downtime became a major goal to facilitate their growth.

“When we had a period of 60 days between customer contracts, we saw a need to continue utilizing that asset until we were ready to reel it in for the next customer,” said Jarit Cornelius, Vice President of Asset Maintenance and Compliance at Sharp Transport.

The experience highlighted a business need for exposure to new companies that had demand for their fleet, and the ability to promote their offerings beyond their well-established network in Tennessee.

***Disclaimer:** ‘My Reservations’ mobile app screen contains sample data not reflective of Sharp Transport Inc.’s earnings, rental activity, or fleet.



THE RESULTS

When Jarit found COOP on LinkedIn, he thought it would be a perfect fit for the transition periods the company's fleet experienced. Chase, who has years of experience in insurance, did his own research and felt assured that their vehicles would be in good hands with the backing of Ryder. With the platform, they were confident that they could share their vehicles with other businesses and generate revenue.

Jarit and Chase quickly found how easy it was to use the platform, and were pleased it doesn't take much time from their other responsibilities. For Jarit he simply adds underutilized vehicles, approves or denies rental requests, manages reservations, and takes pre-trip inspection pictures to get their fleet on the road.

"COOP has developed advertising for the platform that allows us to reach companies that otherwise Sharp Transport would have known nothing about. So the technology and resources that COOP provides to Sharp Transport are many years ahead of what we would be able to do on our own," Chase said.

The platform gives Sharp Transport Inc. the

ability to maintain their small-town values, treating customers personally.



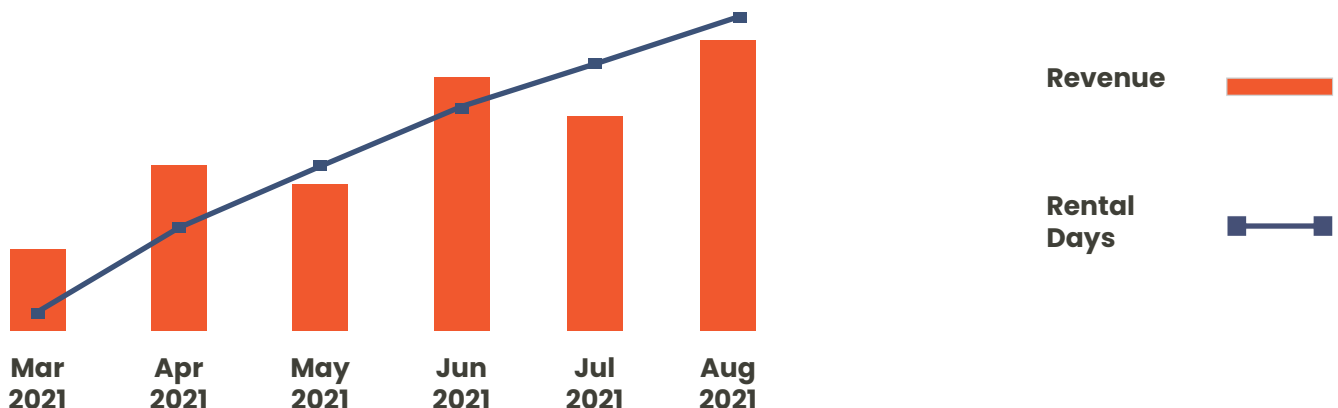
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\$144,000

After they listed their vehicles and tapped into COOP's network of renters, Sharp Transport Inc. had 53' foot dry van trailers out on the road within one week. In just 6 months, they have been able to generate over \$144,844 in revenue just by renting out their trailers. On average, their reservations are long-term going out over 2 months at a time.

"The COOP by Ryder program is incredible, and I would recommend it to anybody looking to generate additional revenue with their fleet," said Chase.

Sharp Transport Inc. saw the success as an opportunity and added sleeper and day-cab tractor power units to the platform. They continue to leverage the platform to access advanced technology, get exposure to customers, and most-importantly grow their business.

Revenue Vs. Reserved Days Over 6 Months in 2021



ABOUT

Sharp Transport, Inc.

John Sharp founded Sharp Transport in 1979 with one tractor. Sharp Transport Inc. has evolved into one of the largest family-owned truckload carriers in Middle Tennessee employing over 200 people. Sharp Transport truly is a family company, with three generations actively involved in the company. Out of Ethridge, they are a dry van, general commodities carrier specializing in trailers.



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.



READY TO MAXIMIZE
FLEET UTILIZATION,
IMPACT YOUR
BUSINESS'S BOTTOM
LINE?

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