

Boosting On-the-Go Storage Solutions with an Innovative Approach to Trailer Rentals

How Atlantic Trailer Leasing Partnered with COOP by Ryder to Generate Additional Revenue Renting Out Storage Trailers



Atlantic Trailer Leasing

What led a well-established commercial vehicle repair and body shop into the storage trailer rental business? The expansion of Atlantic Trailer Leasing is a story of fate (and seizing the moment). It all started decades ago with a simple phone call inquiring about renting out trailers to store excess inventory. This unexpected turn of events led to a pivotal decision for Vice President Mike Devine and his team. This decision propelled the company into the storage trailer and, eventually, the container business, which today boasts a fleet in the thousands.

With a reputation built on providing reliable in-house serviced equipment from its substantial inventory, Atlantic Trailer's customer-centric approach has been highly regarded in the areas it serves in the Northeast. But just like that fortuitous call that changed the course of their business, a new opportunity arose two years ago that sparked additional revenue by reaching new customers.

This case study covers how through a collaboration with the expert team behind the innovative fleet optimization and trailer rental solutions platform COOP by Ryder, they were able to increase vehicle utilization by 10x.



Founded over 75 years ago, Atlantic Trailer Leasing is a leading supplier of over-the-road trailers, storage trailers, ground-level storage containers, and fleet services. Based out of Vincentown, New Jersey, they also offer comprehensive trailer bodywork, repair, fabrication, refurbishing, and painting services and specialize in customizing ISO shipping containers for various uses.

The Challenge

How to expand trailer rental potential without needing to invest in a big sales team.

Maybe you've been there before too... that fork in the road debating where to go next. Atlantic Trailer Leasing knows this situation all too well. They are a company that continues to take calculated risks. After expanding from a trusted repair and body shop to a top-tier provider of storage trailers across 21 branches, they eventually decided to sell all of them and keep one location in the Northeast.

A move that allowed them to dedicate their attention to one specific area and make localized customer service a priority. "What the philosophy now has been over the last 25 years is rather than spread ourselves thinly across the country, with the wheels coming off of the wagon every day, we're focusing on one location and just doing an excellent job there," said Mike about their approach.

To complement their dedication, expanding their customer base and maximizing use of their equipment would be the next piece of the puzzle in such a competitive landscape. And without a large sales team, achieving such goals can be challenging. They needed a way to gain flexibility, options, and a bigger network with which they could extend their supply to trusted businesses looking to rent trailers in their neighboring states.



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Mike Devine, Vice President, Atlantic Trailer Leasing

The Solution

Get expert help from the COOP team to list and rent out idle storage trailers.

When they discovered COOP by Ryder, they found a flexible and simple option to connect them with a broader customer base in their region. This partnership has allowed them to increase the utilization of their trailers and reach a wider audience without the need for an extensive sales team.

Using COOP's innovative platform puts businesses like Atlantic Trailer in control by allowing them to choose which vehicles they'd like to list and in which areas to make them available for rent. This format ultimately gives them the final say on where, when, and to whom their storage trailers can be rented, giving them complete autonomy in managing their assets.

"We can make whatever adjustments are necessary to make this thing work, and we're willing to do that," said Mike regarding the versatility and desire to grow their business with COOP when deals in the areas they serve come through for storage trailer rentals.

Because the COOP platform allows businesses to rent out their trailers to other trusted companies, it creates a win-win situation for all involved.



The Results

Generated over \$64K in just three rental transactions renting out their storage trailers.

The collaboration between Atlantic Trailer Leasing and COOP has led to significant positive business outcomes with more opportunities on the horizon.

When asked about the attention they received from their dedicated Fleet Partnership Manager and the potential for new deals, Mike said, “The one-on-one calls are great, and we believe that the concept of COOP is really powerful, and we see that as an excellent way to grow this business.”

With this partnership, the growing need for storage trailers among businesses across many industries facing challenges related to insufficient warehouse space, excess inventory, construction site storage, port delays, and more has been addressed.

As a result, Atlantic Trailer has found a new way to generate revenue with added convenience and efficiency.

Looking ahead, the stage is set for future growth and potential expanded offerings. With the increasing recognition of COOP as a trusted source for trailer rentals, the road to diversifying as market needs evolve is just one key takeaway from this story of fortunate possibilities.

A Case in Summary



Challenge: Needed ways to boost storage trailer rentals.



Solution: Rented out their vehicles on COOP.



Number of Storage Trailers Available for Rent: 1,700+



Number of Storage Containers Available for Rent: 500+



Rental Duration: 287 Days








Rental Turnaround Time: Most within one day in their region.

Why COOP?

COOP by Ryder provides complete flexibility, control, and options so businesses facing transportation challenges have a trusted go-to partner. Our team of experts combined with cutting-edge technology puts businesses in the driver's seat to maximize fleet use.

Trailer Rental Solutions Your Way

-  Commercial Trailer & Vehicle Rentals
-  Bulk Rentals for Trailer Pools
-  Storage Solutions
-  Make Money from Idle Vehicles
-  Trusted & Vetted Businesses

For more information, visit coop.com.

