



# Featured Dealer



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## East Coast Trailer — Charlotte, NC



A few members of the East Coast Trailer team in Charlotte, North Carolina.

East Coast Trailer has been a leading trailer sales and service company for 46 years. Their success is built on knowledgeable employees, quality customer service, a large on-hand inventory, and quick turnaround time. “We have had a long-standing relationship with East Coast Trailer going back almost to our start in 2003,” states Mike Conley, Vice

President of Sales at Aurora Parts. “Through being a part of the Aurora Dealer Network, they have taken on all new technology we offer, providing expert feedback that enables us to build a better network.”

East Coast Trailer opened in Charlotte, North Carolina in 1974. They started with a four-person trailer sales and service team and an internal parts department. Today, they have almost 50 employees and supply parts to service facilities across a 200-mile radius. “Without assistance from Aurora, we could not provide our customers with the level of service and care we currently provide,” says Larry Lentz, Vice President and General Manager of East Coast Trailer. “We rely on our relationship with Aurora to maintain and grow relationships with new and existing customers.”

In today’s market, you must be able to provide availability and competitive pricing to bring customers in, but it also takes knowledge and superior customer service to build customer relationships that last. East Coast Trailer excels in these. “With our own tools and customer service and Aurora’s network, East Coast Trailer is thriving!” explains Lentz. Their \$500,000 stocked inventory allows them to quickly give their customers exactly what they need, minimizing downtime and ensuring customer relations.

“Since joining the Aurora Dealer Network, East Coast Trailer has demonstrated how they grow their service and parts capabilities in the greater Charlotte market,” Conley states. “They have a strong team with several years of experience that provides the support we look for in the dealer network.” Their continued growth, energetic team, and willingness to go above and beyond for the customer are what makes them an excellent business and this month’s Featured Dealer.