



C.R. ENGLAND, INC.

A REFRIGERATED POWERHOUSE

LEADING BY EXAMPLE IS A PERFECT DESCRIPTION OF GENE ENGLAND AND HIS SON, DAN. BOTH MEN SERVE AS SENIOR MANAGEMENT OF THE NATION'S LARGEST REFRIGERATED TRUCKING COMPANY, UTAH-BASED C.R. ENGLAND. And both men know what it's like to be a truck driver first, and company executive second.

"When people meet my father and grandfather for the first time," says Chad England, VP of Recruiting, Training and Safe Driving, "they immediately pick up on the fact these guys have trucking in their blood. They understand our drivers, because they're drivers themselves."

Gene, the company's president, and Dan, the chairman of the board, are among four generations of Englands that grew the company after its startup by Chester Rodney England in the 1920s.

No strangers to hard work or life on the road as truckers, Gene and Bill joined the family business upon their return home from World War II. Like all Englands, they learned the trucking industry at an early age.

As the business grew they spent their summers putting into practice all the trucking expertise their father had taught them when they were younger. At that time, the company owned four one-to two-ton delivery trucks.

During the war, their industrious father had been buying Mexican bananas that were com-

ing into the country at El Paso, Texas. Shortly after the sons were released from the service, they joined their dad and continued bringing bananas into Utah and returning to Texas with potatoes. It was at this time that the first diesel truck was purchased -- a 1940 Kenworth conventional.

Not new by any means and a real bear to turn, this truck was not equipped with a fifth-

air in the trailer.


Today the company boasts one of the newest equipment lines in the industry, and their services have expanded beyond the refrigerated market. Through their personal and company growth, neither Gene nor Dan have forgotten their upbringing.

"We are a family business committed to treating our people with the utmost respect. This means empowering them to be great drivers, productive citizens, and responsible adults," says Dan.

To this end, the company began an internal campaign to support its employees, titled "Drive Life," a salute to the England's driver-focused way of life.

"Drive Life is a way of being. It's about getting stuff done. Reaching goals. Creating opportunities," says Gene. "We believe that all of our professional drivers deserve the best environment for success -- in their career, family and life. We believe that "Drive Life embodies a renewed commitment to serve the needs of our drivers, company staff, and clients."

Drive Life focuses around four key benefits: financial security for its employees, career opportunities for those seeking to partner with England, a quality work environment, and successful education where dedication to providing quality instruction for future drivers is paramount.

For more information about Drive Life and the unique C.R. England employee experience, call 866-902-6985. 



Currently, Gene England (R), Chairman of the Board, and Dan England (L), President, are among four generations of England leadership.

wheel when they bought it. But after a short time, a fifth-wheel was mounted and a used thirty-five foot trailer was purchased with a mechanical refrigeration unit installed. The refrigerated unit was a new invention at the time, so all the other trailers were maintained with ice bunkers, consisting of two feet of ice in the front of the trailer, a small motor with a belt that connected to a fan that circulated the cool