



## HELPING HYUNDAI AND KIA PARTS RIDE TOGETHER

Lanter Delivery Systems completes the team, providing a cost-efficient delivery solution

In a unique arrangement, two automakers have taken to lending each other a hand when it comes to delivering to their respective dealers the parts necessary for everyday repairs.

In the Chicago suburb of Aurora, Illinois, Ed Zare, as Parts Distribution Center Manager, is responsible for shipping parts to 138 Hyundai dealers in 13 states throughout the Midwest. However, through a shared resource program, Zare's Aurora facility also provides KIA parts to 138 KIA dealers in these same states.

Some 700 miles to the southeast, Derald McDonald is returning the favor. As Manager, Parts Distribution Center Operations for KIA nationwide, McDonald manages parts distribution for both KIA and Hyundai dealers from KIA's distribution center in the Atlanta suburb of Lawrenceville, Georgia.

Besides the enormous task that each of these men and their employees take on each day, they have one other thing in common: Both Zare and McDonald depend on Lanter Delivery Systems for approximately 95% of their parts distribution.

### The Challenge in Chicago

"About two years ago, with the expansion of our dealer network," says Ed Zare, "we began discussing what we'd need as far as dedicated delivery. We needed a partner with extensive trucking capabilities who could provide unattended, a.m. deliveries. Lanter came in with a proposal that covered our needs and we launched the program state by state. Today, LDS services 260 of 276 dealers for us."

"Overall, we're very satisfied and so are our dealers," says Zare. "The dealers are much happier when all items come in at the same time each day, no matter what type of order it is. Before working with LDS, parts would be delivered between 8:00 a.m. and 1:00 p.m. the next day. Now, the dealers can place an order as late as 3:00 p.m. and it's delivered by 7:00 a.m. the following day, so dealers can now begin repair work at an earlier time. This has increased efficiency and productivity."

Another benefit to his partnership with LDS is the steady stream of communication.

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“Any shortages, overages or damages are reported the following morning,” says Zare. “It’s so important to have that information in a timely manner so we can deal with any problems that might occur in shipping. LDS provides it.”

Thanks to the strength of his partnership with Lanter Delivery Systems, Zare is “now looking to take the relationship to the next level by developing a backhaul arrangement whereby we get parts returns via LDS. So we may have that in the future, as well.”

### Southbound Solutions

“We had been wanting to put a dedicated delivery system in our facilities,” admits Derald McDonald, “but with just our KIA dealers, we didn’t have the volume to support it. However, Ed Zare and I had worked together on the Chicago project, and with our combined volume in Lawrenceville, we – both KIA and Hyundai - were interested in the Dedicated Delivery System offered by Lanter.

“We had looked at other carriers,” says McDonald, “but LDS was the most aggressive and excited about doing business with us, and the most willing to work with us to put together the program we needed. They didn’t just tell us what they could do; they asked us what we needed them to do.”

Having launched the program in 2003, today, LDS handles approximately 80% of shipping for the Lawrenceville facility.

“About 98% of the shipping LDS handles for us is overnight unattended; pre-8:00 a.m.,” says McDonald. “And that remaining 2% attended delivery is at the request of dealers, not because Lanter can’t do it!”

McDonald’s satisfaction with LDS is two-fold.

“First, we’ve reduced damage significantly and that’s so important in our business,” he says. “Secondly, it’s the exceptional service. Lanter is very willing to work with the customer. They aren’t just reactionary; they’re very proactive. They do regular surveys with our retailers and try to constantly improve their service through open communication and personal contact.”

“All in all, it’s been a very good, mutually beneficial arrangement for both of us.”

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