

Traveled Lane Trailers was featured on the cover of the January **Horse Force Monthly!** It came about because we're a sponsor of the 2012 Horse Force Schooling Show Series. In addition to the cover, the issue contains an article on Traveled Lane Trailers. We encourage readers to support the Horse Force Show series and the **Horse Force One foster care** and **Hay Bank initiatives for unwanted horses.** Go to [horseforceproductions.com](http://horseforceproductions.com) to learn more about the show series and Horse Force One initiatives or to find out more about the Horse Force Monthly publication. The cover and article appear below.

**Horse Force Monthly**

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January 2012

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Article on page 17

TRAVELED LANE TRAILERS

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## **Getting to know Traveled Lane Trailers, Centreville, Maryland**

Even though Traveled Lane Trailers isn't a huge dealership, the variety of products they stock may surprise you. Unlike some dealers, which have many copies of a few models, Traveled Lane has a few each of many different styles. Traveled Lane offers variety in floor plans, materials and features. Traveled Lane isn't locked into the "there's only one way to build a trailer" mentality. Consequently, they offer innovative but well proven products from several manufacturers. In this regard, Traveled Lane may have the most varied selection in the country. There's so much to see that it's not unusual for a visitor to spend an hour or two touring trailers.

And "touring" is a good term for it. When you arrive, a Traveled Lane staffer, mostly likely Jon Morlock or his sister Susie, will ask what type of trailer you have in mind. He or she will ask about your horses and tow vehicle to make sure the trailer you have in mind will be suitable, and then the tour begins. You'll go through as many or as few trailers as you care to see. If you want to be left to look around on your own, that's fine, too. Their goal is to help you learn about the trailers, not make a high pressure sales pitch. The educated consumer is more likely to appreciate what Traveled Lane has to offer, so the staff is just there to assist. If you're new to trailering, they'll offer objective advice on vehicle selection and capabilities as well. They'll answer your questions and may even point out some things you hadn't thought about.

Traveled Lane started out offering only high-end premium brands. Over time, they expanded their offerings to include quality trailers in low and mid- price ranges. Regardless of what you buy, you will receive the attentive customer service that sets Traveled Lane Trailers apart.

For shoppers on a tight budget, Traveled Lane offers Calico steel trailers. Calico has been popular with folks looking for a good, basic new trailer, but the brand has also struck a chord with used trailer shoppers who were surprised to find that a new Calico was within the budget. Calico offers a wide range of affordable options, which puts a custom trailer within the reach of many shoppers.

At the high end of the price spectrum, Traveled Lane offers Jamco premium aluminum trailers. Unlike most trailers, which feature a skin over a frame, Jamco walls consist of stacked tongue & groove aluminum tubes. If you've ever seen how they stack logs to build a log home, that's how they build the walls of a Jamco. This unconventional approach produces a trailer that's extremely strong and quiet.

If you're looking for a quality product in the low to mid price range, Traveled Lane offers several choices. The most recent addition is Twi-Lite aluminum trailers. Twi-Lite employs a panelized wall design that simplifies construction and reduces the cost of production and price to the consumer. However, price is only part of the appeal. Twi-Lite's wall panels are structural insulated panels. They're quite strong and contribute to a quiet interior. There are some lookalike trailers on the market, but they don't match the technical sophistication of a Twi-Lite.

Stepping up the price range, Traveled Lane offers Kingston, Shadow, Lakota and Exiss. Kingston is a premium product in the aluminum skin over steel frame segment of the market. Kingston has been producing its long-lasting trailers since 1960. Shadow produces two main lines of aluminum

trailers, the value-priced Stable Mates and the upscale 700/Pro series. Shadow's goal with the Stable Mates was to produce a line of trailers that are well made & affordable, but light enough so that a heavy duty tow vehicle isn't required. Most of Shadow's 700/Pro series models are lined & insulated as standard and feature some of the widest escape doors in the business. The Shadow 2+1 gooseneck, which has two straight stalls plus a box stall, has been quite popular for the versatility it offers in an easy-to-handle size.

Lakota builds a few lines of living quarters trailers that are moderate in price, but upscale in appearance. Lakota trailers are aluminum and most are lined & insulated. Unlike many manufacturers, Lakota does its own living quarters conversions in-house rather than sending the trailer elsewhere to be fitted out. Lakota created a new market with its innovative HUT bumper pull living quarters trailer. They now offer several HUT models. By the way, HUT stands for "Horse Utility Trailer," and the accommodations are more luxury condominium than hut-like.

Exiss needs little introduction, but just in case you're new to the horses, Exiss has been a major producer of aluminum trailers since the mid 1990s. They offer a wide range of straight loads, slant loads, stock trailers and living quarters models.

Traveled Lane has long been a major supplier of European horse trailers that can be pulled safely by more fuel-efficient mid-sized SUVs and trucks. While Traveled Lane offers several lines of trailers built in North America, they turned to Europe for their fuel-efficient models where fuel has always been expensive and most people can't justify large dedicated tow vehicles. Trailer designs evolved that could be pulled safely by the smaller vehicles common in Europe and other areas of the world. Even though the trailers in some cases look different from the "typical" American trailer, in fact, many of the designs have been on the road for decades. They're well proven.

Traveled Lane recently added Böckmann trailers, a premium brand from Germany, and Fautras, a brand from France featuring models that are both innovative and simple at the same time. A feature on some Fautras models that's getting a lot of attention is butt bars you can control from the front of the trailer. If you have an impatient horse that won't wait for you to get back to the butt bars, the front-controlled butt bars might be worth a look. Loaded tongue weights on most of the European models are in the 150 to 200 lb. range. The light tongue weight helps keep a vehicle level for good steering control. For comparison, the loaded tongue weight on a domestic two horse bumper pull is typically in the 400-500 lb. range. While most of the European trailers are straight loads, Fautras even offers some slant loads. (And Fautras slants have a stall divider that lets you unload all horses from the front of the trailer!)

Traveled Lane's emphasis on quality and customer service applies just as much to their service shop as to their sales activities. Talented technicians Nick Coppage and Mark Verdonck service and repair a wide range of trailer brands and styles. Even if you bought your trailer elsewhere, Traveled Lane invites you to bring your trailer in for service. Whether it's for routine service or to find that electrical gremlin that's dimming lights or blowing fuses, the Traveled Lane staff is well equipped to handle it. Nick and Mark install accessories, do custom fabrication and much more.

What else? Financing is available and if you'd like to take a test drive, you can do that too (if you have a good driving record). Whether you're in the market now or planning to be in the market at some point as yet unknown, the folks at Traveled Lane invite you to stop by or give them a call.

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