

SUPER
EXPRESS **IK**



Tony Knowles

- Managing partner of Super K Express
- Overseeing the day-to-day operations of the Truckload Dry van Carrier Based out of Newnan, GA,
- Offering services to several industries across all 48 states.

Background

- 1951- Grandfather started driving.
- 1962 – Grandfather purchasing first trucks
- 1980 Knowles Trucking company was formed
- 1997 Knowles Trucking was sold



The first truck Knowles owned was this 1954 White.



Super K Express

- 2002- Founded
- 2012- I became partner





Adapting to the next generation

Some things have changed, some have stayed the same along the way.

- Company culture
- Technology
- Business model



Company Culture

- Driver appreciation days
- Company outings
- Company wide Christmas party
- Giving back to the local community

Technology

- Utilizing social media to recruit drivers and retain current drives.
- Software implementation in the back office to improve efficiency.
- Asset tracking has been a critical improvement in saving time and money
- ELD's a new era for tracking drivers and utilizing it to improve quality of life.

Shifting of business model



- Seeking shorter length of haul freight (Regional)
- Creating a local fleet
- Dedicated accounts
- Offering more solutions to our customers
- Adding more drop trailer customers





Continuing Forward

- Technological innovations
- Listen to customers
- Expanding footprint
- Government regulations

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