

The Meter Setter

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MARCH
2022

Ford Trucking Operations - Celebrating 40 Years



Ford Meter Box first implemented its trucking operation forty years ago during the summer of 1981. The decision was driven by two factors: deregulation within the trucking industry, and the rising costs of other carriers. As a result, Ford decided to attempt its own delivery service; a decision that proved successful. Not only did the Ford trucks save money, but they also improved delivery times while providing a great customer experience.

The operation began with a single truck and driver who mainly assisted with west coast trips. By 1987, the operation had expanded to six trucks with eight full-time and two part-time drivers. Round-trips to California took only six days. Ford Meter Box trucks have always been known for their cleanliness, friendly drivers, and carefully packaged product. By 1988, Ford trucks had traveled over one million miles to efficiently deliver Ford products to customers across the United States. Since then, fleet management has evolved with insurance and nexus constraints, but our drivers still serve as ambassadors in the field.

Today, Ford Meter Box continues to contract fleet services to supplement our shipping requirements, and we always enjoy hearing from our Ford family when they spot one of our logoed semis driving down the highway.



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